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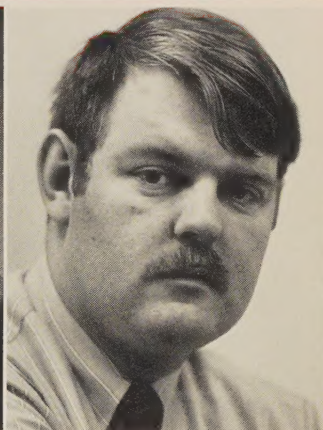
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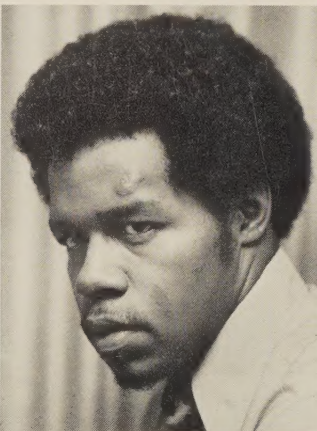
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**ENTERPRISE FEATURES**

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By Lenora Williamson

WHAT ARE SOME OF THE THINGS YOU HAVE in your home that you should throw away, but won't? That was the question of the month from "Curious Cameraman" Marty D'Arcy in *Times Topics*, employee magazine of the *Trenton Times*. And Marty got some sprightly answers, such as one from a composing room fellow who said, "The first thing that came to mind was my wife! But I guess it would have to be my future son-in-laws because I don't want to lose my daughters." Wilson Barto of the newsroom simply answered: "clocks," explaining there are 3 on the first floor and two ring on the half hour. They're the kind that have to be wound every day. "There is little time for anything else but winding clocks and coming to work."

\* \* \*

THE COST OF HAVING A REPORTER live among Hagerstown, Maryland, derelicts for five days has been totaled up by Editor David C. Elliott of the *Morning Herald*. It was two bottles of muscatel and 12 days of the reporter's time—5 days to get the info, 2 days to write the series, and 5 days to recover from the experience.

\* \* \*

STOP THE PRESS! A headline declaration in the *Montgomery (Ala.) Independent* the other day: "Americans Have No Reasons for Breeding." The word originally intended was "brooding."

\* \* \*

IDEA CLUB newsletter of the Associated Press Managing Editors notes the *Indianapolis News* has started a feature "On the Brighter Side . . ." which gives a reader opportunity to say thank-you in print to anyone who goes out of the way to help him. First month the feature drew 150 notes.

\* \* \*

"ON THE MAINE STREET" is a continuing column of news notes from around the state in the *Bangor (Me.) Daily News*.

When the *Johnstown (N.Y.) Patriot* ran the story about a contract for building turbines and generators for Grand Coulee Dam being awarded to Canadian GE and Allis-Chalmers instead of a Russian bid, editor George T. Engelman Jr. came up with a page one head "Can-De! Russia-Nyet!"

\* \* \*

ANNIE, GET YOUR RESUME! A letter arrived at *The Villager* desk of Anne Arundel Publishing Corporation in Severna Park, Maryland, announcing: "It is a pleasure to inform you that your name has been brought to our attention for possible inclusion in the forthcoming Ninth Edition of Who's Who of American Women." The letter, addressed to "A. Arundel, c/o The Villager" contained a long bio sheet to be filled out. Executive editor of the *Villager*, Ionia Widmann, wrote a piece telling any newcomers to Anne Arundel County that Anne was the wife of the second Lord Baltimore; had never visited this country and must have departed this world in the 1600s. Still, Ionia wishes Anne could be apprised of the congratulations from Who's Who editors "on the accomplishments" that led to her name being considered for the 9th edition.

\* \* \*

A WHITE HOUSE REPORTER leaked information to syndicated columnist Phil Love that he and some other newsmen were having their hair cut by the same barber that cuts the President's hair. Garnett Horner of the *Washington Star-News* described barber Milton Pitts as "a real artist" and when Phil heard that Eric Sevareid, Harry Reasoner and John Chancellor are also Pitts' customers, he made an appointment. Turns out, according to Phil's column report, he has been parting his hair wrong all these years. Pitts told him first off that his hair parts naturally on the right—not in the middle—and ordered no more pasted-down look.

Later, Phil's secretary didn't recognize him at first glance and one lady at a party didn't either. While trying to make up his mind about his new image, Phil is wearing the part in the middle one day, and on the right the next day.

## OCTOBER

- 21-22—Society of American Business Writers regional seminar, "The Energy Issue," Marriott Hotel, Dallas.
- 21-23—Mid-Atlantic Circulation Managers Association Annual Sales Conference, Roanoke Hotel, Roanoke, Virginia.
- 21-23—Inter-State Circulation Managers Association 58th Fall Convention, Holiday Inn on the Boardwalk, Atlantic City, New Jersey.
- 21-27—Flying Short Course, National Press Photographers Association, Oct. 21, Newark, Robert Treat Hotel; 23, Indianapolis Hilton; 25, Houston, Rice Hotel; 27, Seattle, Pacific Science Center.
- 25-27—Florida Press Association, Sheraton Inn, Pensacola.
- 28-31—Association of National Advertisers, The Homestead, Hot Springs, Va.
- 26-28—Ohio Newspaper Women's Association Convention, Ramada Inn, Wooster, Ohio.
- 21-Nov. 2—API Investigative Reporters Seminar, Columbia University.

## NOVEMBER

- 31 Nov. 2.—ANPA-AEJ "Education for Newspaper Journalists" seminar, Sheraton Inn, Reston, Va.
- 8—Hoosier State Press Association Newsroom Seminar, Atkinson Hotel, Indianapolis.
- 8-9—New Jersey Press Association, 118th Annual Convention, Milly Pitcher Inn, Red Bank, New Jersey.
- 4-16—API Circulation Managers Seminar, Columbia University.
- 11-14—Southern Newspaper Publishers Association Convention, Boca Raton Hotel and Club, Boca Raton, Fla.
- 14-17—Sigma Delta Chi National Convention, Statler-Hilton, Buffalo, N.Y.
- 16-20—Associated Press Managing Editors Annual meeting, Contemporary Resort Hotel, Walt Disney World, Orlando, Fla.
- 16-18—Picture Editing and Graphics for Visual Impact Seminar, New Jersey Press Association, Rutgers University Continuing Education Center, New Brunswick.
- 25-December 7—API City Editors Seminar (for newspapers over 75,000 circulation), Columbia University.

## JANUARY

- 6-18—API Editorial Page Editors and Writers Seminar, Columbia University, New York, N.Y.
- 9-11—Newspaper Color Seminar, Graphic Arts Research Center, Rochester Institute of Technology, Rochester, N.Y.
- 11-13—Arizona Newspaper Publishers Association, Hilton Inn, Tucson.
- 12-13—Virginia Press Association, Hotel Roanoke, Roanoke, Va.
- 14-17—Northeast Classified Advertising Managers Association, Chateau Frontenac, Quebec City.
- 17-20—New England Press Association annual winter convention, Sheraton-Boston Hotel, Boston, Mass.
- 18-20—New England Association of Circulation Managers, Marriott Motor Hotel, Newton, Mass.
- 18-20—Tennessee Press Association convention and Press Institute, Hotel Sheraton, Nashville, Tenn.
- 19-22—Great Lakes Newspaper Mechanical Conference, Royal York, Toronto, Canada.
- 27-30—International Newspaper Advertising Executives annual meeting, Hyatt-Regency, Houston, Tex.

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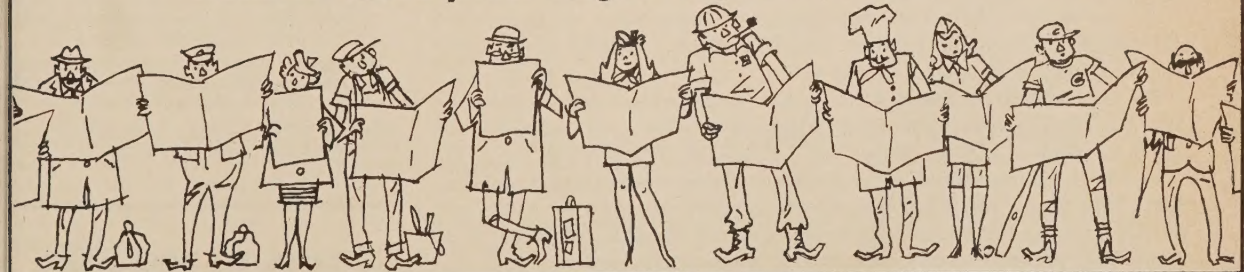
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## Eagleton, Watergate, Agnew

In the last eighteen months the press has been accused of being unfair, of publishing hearsay and innuendo, in successive stories involving Eagleton, Watergate and Agnew.

With respect to Watergate: Edward Jay Epstein, in a special analysis of news coverage for the *Los Angeles Times* reprinted in this issue of E&P, concludes that "in sum, on almost any reasonable criteria, the press showed a consistent—and unexpected—degree of fairness." He noted: "The *Washington Post* and *Time* were by far the most aggressive vanguard of the press in reporting Watergate, and the vast preponderance of what they reported—and 99% of the factual statements—have proven accurate."

"On the question of accuracy," Epstein stated, "the press acquitted itself remarkably well. In the 15 months since the Watergate break-in, literally hundreds of charges and assertions were made in the press, and all but a handful have been substantiated in the hearings of the Senate select committee. This high degree of accuracy is particularly impressive because many of the allegations were made in the heat of a bitterly contested presidential election and persistent denials by the Nixon administration."

We are confident that a similar analysis of the Eagleton and Agnew affairs would come to the same general conclusions.

It could be a time of chest-thumping, back-slapping and bragging but there is no sound of it from the press nor the individual newspapers which played a major role in these exposures. It is, however, a tribute to the investigative role of a free and independent press, as President Nixon noted publicly several months ago.

## Collective bargaining

What has been called "collective bargaining" has been going on for more than six months between New York City newspapers and the many unions representing their employees. But the words mean different things to different unions.

To one of them, New York Typographical Union No. 6, it means defiance of its international union, language of the previous contract, and an order by the State Supreme Court.

Bertram Powers, president of No. 6, has continued to hold "chapel meetings" during working hours delaying and in some cases, preventing publication of editions of the *New York Times*. The previous contract which expired March 30 contained a clause which keeps it in effect until a new one is reached and which prohibits strikes or interference with production. A State Supreme Court judge has so ruled. John Pilch, president of ITU, has refused to release the local from the restrictions of the old contract and has not authorized such chapel meetings. A permanent injunction against these meetings has been granted to the Times by the court.

Powers' action is aimed at preventing automation of composing rooms of New York City newspapers.

The demise of several New York newspapers in the last 15 years, brought on by strikes for higher wages and in opposition to automation, has caused the loss of more ITU jobs than any automated equipment would have done. Mr. Powers is forgetting his history.

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# How press handled Watergate scandal

The Los Angeles Times gave EDITOR & PUBLISHER permission to reprint this article which was published in the Times on September 14, 1973.

Last spring before accounts of the Watergate conspiracy and coverup were detailed at the Senate hearings, the Times commissioned Edward Jay Epstein, author, political scientist and frequent critic of the press, to evaluate the role major newspapers and news magazines had in early disclosures of the scandal.

Times editors further asked Epstein to examine the questions of press fairness and accuracy in its reporting of Watergate.

Epstein's review covered the period from the Watergate break-in in June of 1972 through the first phase of the Senate

committee hearings. The publications he studied included the Los Angeles Times, New York Times, Washington Post, Washington Star News, Miami Herald and Time and Newsweek.

His analysis appeared in the Los Angeles Times on September 14, 1973.

Epstein has established himself as a respected critic and investigator. In an article in the New Yorker magazine in Feb. 1971, he challenged a widely reported assertion circulated by the Black Panthers that police had murdered 28 of the party's members. Epstein's investigation proved that this charge was highly exag-

gerated and it forced a Panther spokesman to admit that the "28" figure "seemed to be a safe number."

In addition to his New Yorker articles, Epstein is the author of "Inquests: The Warren Commission and the Establishment of Truth," which raised serious questions about the methods and conclusions of the commission's investigation of President Kennedy's assassination, and "News from Nowhere-Television and the News," which explored the influence and the internal workings of the major networks.

## By Edward Jay Epstein

The news media have been both celebrated and vilified for their role in exposing the political espionage and subversion that fall under the rubric of Watergate.

Thus while Sen. Edward M. Kennedy (D-Mass.) applauds the press for revealing the scandal, Sen. William Proxmire (D-Wis.) pillors the same press for "grossly unfair" journalism and "McCarthyistic destruction" in its reporting of essentially the same subject. Even after the collapse of the coverup last March, and the subsequent plethora of revelations that flowed out of the televised hearings of the Senate select committee, considerable confusion persists on the question of the reporting of Watergate.

For example, in his Aug. 22 news conference, President Nixon strongly suggested that the continuing crisis of confidence over Watergate was due in large part to politically biased journalists, strongly opposed to his Administration.

Yet, with the testimony of most of the key witnesses now available, it is possible to evaluate the performance of the press with some measure of objectivity:

Was the press chiefly responsible for exposing Watergate? Was the press generally accurate? Were the charges it made substantiated by subsequent testimony? And, finally, was the press "fair" in the sense that it reported all sides of the controversy?

To answer these questions, I reexamined the clippings of the publications that took the brunt of the credit and criticism—the Washington Post, the New York Times, the Washington Star-News, the Los Angeles Times, the Miami Herald, Time and Newsweek.

The reaction of the press to the sensational disclosures about Watergate is somewhat analogous to that of the boy in upstate New York who hit a lamp-post with a stick at the exact moment of the Northeast power failure and, seeing the

lights black out for miles around, assumed he was responsible for the blackout. While there are moments of brilliant and insightful reporting on Watergate, the assumption that the press was responsible for breaking the case, and all that followed, is not borne out by the sequence of events established in the Senate testimony.

Within a week after the break-in at the Democratic Party headquarters in June, almost all the pertinent facts were in the hands of the FBI and federal prosecutors. The \$100 bills found on the Watergate burglars were traced in five days to the Republic National Bank in Miami and funds provided by the GOP's Midwest finance chairman, Kenneth H. Dahlberg, and address books and receipts found in searching the burglars' premises indicated that a White House consultant, E. Howard Hunt Jr., was associated with the burglars; long-distance telephone records further tied the conspiracy to the Committee for the Reelection of the President and to Hunt.

In addition, Alfred C. Baldwin III, a former FBI agent who operated a "listening post" for the conspirators, turned state's evidence. In great detail, Baldwin described the burglary and wiretapping operation and identified Hunt and G. Gordon Liddy, counsel to the CRP and later to the Finance Committee to Reelect the President, as the leaders of the conspiracy, and said that CRP officers were receiving the fruits of the wiretaps. The treasurer of the CRP, Hugh W. Sloan Jr., admitted a few weeks later that the funds for the operation came out of a secret cash fund that was authorized by John N. Mitchell, the campaign director, and Jeb Stuart Magruder, his assistant.

All this evidence was passed on to the grand jury and eventually presented in the trial of Hunt, Liddy and the Watergate five, which took place in January, 1973.

A second investigation took place in Florida where four of the burglars resided. Within a matter of days after the break-in, Martin Dardis of the state's attorney's office had subpoenaed bank and telephone records that revealed the source of the funds—Dahlberg and the Mexican connection—and the association of Hunt and the CRP with the burglars.

In another parallel investigation, the General Accounting Office, an arm of Congress, traced the campaign financing involved in Watergate.

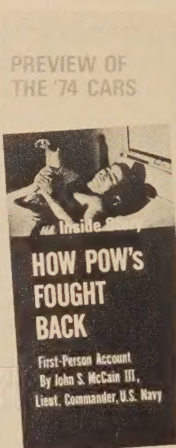
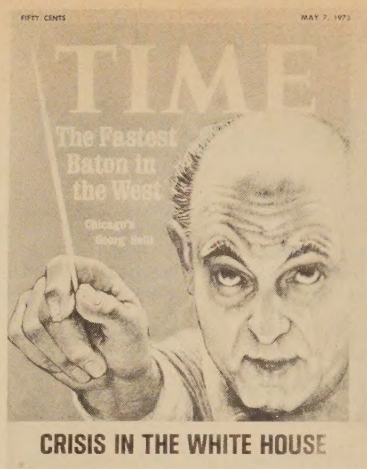
It was thus governmental agencies that developed information about Watergate, not the press. What the press did between the break-in in June and the trial in January was to leak the case developed by the federal and Florida prosecutors to the public.

A number of news organizations deserve credit for this: The Associated Press revealed that government documents showed that one of the burglars, James W. McCord Jr., was on the payroll of the CRP; the Washington Post first reported that police and FBI investigators had found E. Howard Hunt's name in another burglar's address book; the New York Times reported that some of the money used by the Watergate burglars had been "laundered" in Mexico, while, on Aug. 1, the Washington Post reported that another part of this money had come from Dahlberg (both of these stories came from the Florida state's attorney's office).

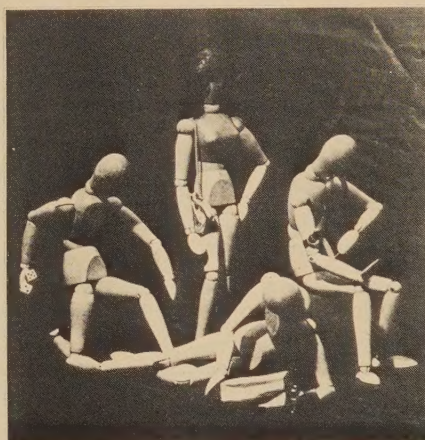
## Cash Slush Fund

Moreover, the Post gave prominence to the revelation by the General Accounting Office that there was a cash slush fund used by the CRP. After Hunt testified before the grand jury, the Washington Star-News said that both Hunt and Liddy had been at the scene of the crime. The Miami Herald and other newspapers also

(Continued on page 34)



The New York Times Magazine



Which of these magazines has the highest percentage of readers with household incomes of \$25,000 and over?

**The New York Times Magazine**  
One more reason it belongs on any magazine schedule.

# Study shows pre-trial news influences jurors' verdicts

Two Columbia University social scientists disclosed this week they have found evidence that prejudicial trial publicity influences juries and affects their verdicts.

In carefully controlled pilot experiments recreating an actual case and courtroom conditions, the scientists found that jurors exposed to prejudicial news stories were as much as 66 percent more likely to find defendants guilty than jurors who read "straight" news reports.

Releasing preliminary findings of a three-year study, the Columbia researchers said progress toward a fair trial begins with a carefully selected, well-instructed jury and an uncensored press that voluntarily refrains from publishing extraneous information damaging to a defendant.

Jurors, the researchers also found, who are not screened for competence and impartiality by contending attorneys through customary "voir dire" examinations are more likely to return guilty verdicts.

## Good effects

The findings bear on the "free press-fair trial" issues raised in connection with the Agnew case, the jury selection process for the Mitchell and Stans conspiracy case and in other nationally publicized trials.

"Interestingly, in such cases, the general attention the press directs to the trial and the jurors has a way of making jurors more responsible, more resistant to propaganda," says Dr. Alice Padawer-Singer, one of the study's directors.

She is a senior research associate at Columbia's Bureau of Applied Social Research, where the study was conducted, as well as professor of teacher education at Long Island University. Heading the project with Dr. Padawer-Singer is Dr. Allen H. Barton, the Bureau's director.

They have now received a \$571,500 grant from the National Science Foundation to go deeper into jury studies, examining the merits of six-person and twelve-person panels and comparing the advantages of unanimous and non-unanimous verdicts. Some authorities favor changes in these areas for greater court efficiency.

## Full report in December

A full report on the Columbia researchers' experimental examination of publicity and jury selection is expected in December. It has been funded by the National Science Foundation, the Columbia Broadcasting System, the *New York Times*, the Russell Sage Foundation, the Walter E. Meyer Research Institute of Law and the Lawrence E. Wien Foundation.

The method Drs. Padawer-Singer and

Barton devised was designed to approximate as closely as possible actual courtroom events. Nearly 400 persons were selected at random from actual jury pools in the New York Supreme Courts of Mineola and Kings County. Using actual courtrooms at off hours, the scientists supervised reenactments of the jury selection process. Some prospective jurors were questioned by two real lawyers about their prejudices and competence to judge a case impartially; other jurors were impaneled without such voir dire examinations.

## Split-run study

The jurors were made aware that they were part of a study of the jury system. They were asked to behave as if they were real jurors judging an actual case. They were given news stories to read concerning the case they were about to hear—clippings that looked as if they had come from the morning papers.

Half the jurors received nonprejudicial stories and the other half read stories containing information prejudicial to the defendant and inadmissible as evidence.

Then, in the courtroom, the jurors listened to an audiotape based on the transcript of an actual murder trial that had taken place the previous year in Washington, D. C. They deliberated in real jury rooms and reached their verdicts.

## Verdicts affected

In one set of experiments, the Columbia scientists found that 33 out of 60 jurors who read "straight" news stories thought the defendant was guilty, while 47 out of 60 jurors who were exposed to prejudicial publicity voted guilty—23 percent more. In another group of tests, the figures were 7 jurors for guilty out of 60 who read straight stories and 47 jurors for guilty out of 60 who read prejudicial stories—or 66 percent more.

When the researchers examined the effects of screening potential jurors with voir dire examinations, they found such jurors less likely to be influenced by prejudicial news media publicity than jurors impaneled without screening by contending lawyers. In one experiment, 18 percent more jurors voted for guilty verdicts when they were impaneled without the tests; 36 out of 60 impaneled with voir dire voted for guilty, while 47 out of 60 selected without voir dire found the defendant guilty.

## Educate jurors

"Strenuous efforts should be made throughout the nation's courts," she said, "to educate jurors away from their personal biases as well as from the effects of prejudicial news stories. There is need for

courtroom seminars, with jurors, attorneys and judges discussing legal procedures and defendants' rights in great detail. Judges' instructions to juries must be made clearer. And jurors must have ready access to trial transcripts and judges' instructions at all times."

"I have tremendous respect for jurors and the jury system," said Dr. Padawer-Singer. "Once they are sitting on a case and deliberating in a jury room, jurors are imbued with the importance of their role and the need for fairness. I am very anxious to conduct a large-scale free press-fair trial study which will examine in detail the existing safeguards such as voir dire, judges' instructions and jury education, with a view to making them more effective. I also want to study the contributions the news media can make to fair trials and the important investigative role of the media in the fight against crime and corruption."

# 86% of IDPA papers have cut news hole

By Gerald B. Healey

With few exceptions editors of Inland Daily Press Association newspapers have found it necessary to reduce news holes and institute other editing changes to help their publications conserve newsprint.

Of 226 member newspapers responding to an Inland survey, only eight reported that they had not been forced to take economy measures in the wake of the newsprint shortage created by strikes in Canada.

More than two-thirds of those who have instituted economies said they anticipated they would be continuing such cutbacks into 1974.

(Inland panelists and publishers expressed opinions during last Monday and Tuesday meetings that the newsprint crunch could last through 1974 and into 1975).

Reduction of news holes was the most commonly reported economy in the survey. More than 36% of the 226 newspapers said they had taken this step.

Almost 60% reported dropping one or more syndicate features and more than 57% had reduced picture sizes or the number of pictures normally used.

Only 2.2% (five newspapers) said they had dropped their Saturday issues, and only 4% (nine newspapers) had reduced the number of editions.

85 newspapers had dropped one or more comics, 78 had eliminated or reduced their editorial pages, and 51% had eliminated the "op ed" page.

19 newspapers said they had rationed advertising. Six of these anticipated they

(Continued on page 13)

# 'No comment' era for FBI is over, new chief asserts

By Margaret Cronin Fisk

The FBI will no longer "take sanctuary in a self-serving 'no comment' when we err and the heat is on," FBI director Clarence Kelley told news people at the National Newspaper Association convention in Hot Springs, Ark. last week.

Kelley said the FBI has "an obligation to account to the public" and that steps are being taken by the bureau to become more open to press inquiries.

These steps include instructions to FBI special agents in charge of field offices to answer news media questions on cases within the "the bounds described by law and propriety." Also, agents are taking management classes to learn how to deal with news media.

Kelley added that in volatile cases, such as hijackings, the FBI will set aside an area for reporters and assign an expert to brief reporters on the situation.

Kelley urged newsmen "to contact us when you need information . . . we'll give you a factual answer."

Kelley said that in the future if the FBI decides "disclosure is not in the public interest or is an abridgment of the constitutional rights of the suspect, we will explain this to the reporter. . . . The reporter is entitled to more than a terse 'no comment.'"

## Previous lack of candor

Kelley, who became director in July, acknowledged that in the past the FBI has been less than candid with the media. He offered no criticism of previous administrations, but added "times change."

The new policy calls for the FBI to "respond openly to newspaper inquiries insofar as we are able to do so," without endangering the case or violating a suspect's rights.

Kelley added, "We can't expect the press to look the other way when we blunder. We ask only for objectivity and accuracy and the ability to tell our side of the story."

After the speech Kelley noted a new Justice Department policy regarding newsmen privilege, wherein the Attorney General will review any request for subpoenas or arrest (E&P). The regulation, while not eliminating the danger to newsmen who refuse to disclose sources in court, is aimed at ending capricious actions against newsmen.

Kelley added "there is strong support within the (Justice) department and the bureau for the right of reporters to proceed with their business."

Other speakers on the NNA program included U.S. Secretary of Agriculture Earl Butz, Arkansas Governor Dale Bumpers and Admiral Elmo R. Zumwalt, Jr.

## Anti-military bias seen

Zumwalt decried the media's "growing

tendency to assume that the man in uniform is overpaid, underworked, not too bright and, therefore, is not to be trusted in what he says."

Members of the press, he said have "a responsibility to educate themselves on current defense issues" and called for a "more rational debate" of defense issues.

At the business session of the NNA meeting, the association called for the lifting of price controls on newsprint prices to encourage newsprint manufacturers to invest in new mills and equipment.

The members of the NNA, weeklies and small dailies, are the hardest hit by the current newsprint shortage. Many of the smaller papers were supplied by newsprint brokers but shortages have eliminated the mills need for brokers and thus the brokers supply.

The NNA called for legislation to give tax incentives to U.S. newsprint companies for further mill expansion. The NNA is seeking the "cooperation" of the newsprint suppliers for better treatment of the smaller buyers.

## No publications stopped

NNA executive vicepresident Ted Serill said no members had been forced to stop publishing because of newsprint shortages but "in many places merchants have said they will provide (newspapers) with no more newsprint."

NNA asked for increased sharing of available newsprint by newspapers.

James L. Hutchison, vicepresident of the American Paper Institute, told the convention that the Newsprint situation will loosen up during the first half of 1974 but will return to the tight situation by the end of that year.

Hutchison said that price controls have adversely affected the situation by discouraging paper industry investments in new mills and equipment.

## Postal betrayal seen

Another NNA resolution complained of "little or no evidence of improvement" in 2nd class postal service despite proposed increases in rates. Noting the NNA's long-time support of postal reform, some members called the new postal rates and promised service "a stab in the back" for the association's newspapers.

The Postal Service has asked the Postal Rate Commission to raise second class mail rates by 38 percent. Rates will be phased in over a period of five years for outside-county mail and 10 years for in-county mail.

The NNA is supporting a Senate bill which would increase the phasing in period by five years for each type of mail.

In requesting the rate hike, Postmaster General E. T. Klassen pledged publica-

tions would be delivered "from one to seven days depending upon the distance involved."

## Unhappy with service

However the postal service pledges made few people happy. At the National Association of Managers meeting at the NNA convention, Missouri manager Bill Bray noted that Klassen's pledge "is no improvement over current 2nd class delivery. A weekly newspaper can't have delivery in one to seven days."

In announcing the hikes, Bray noted, the postal service said the rate increase was particularly needed because the post office was getting less money per piece because newspapers were using lighter newsprint. Previously, he said, the post office complained about the per-piece weight. "They'll argue for whatever meets their expedience."

Bray complained that 2nd class mail was extremely high "as compared to 3rd class. The postal service continually caters to 3rd class mail. The rates, before long, are going to be the same." He charged the postal rates will "destroy the legitimate newspaper by promoting the shopper."

Bray, however, said the initial NNA position supporting postal reform was a "proper, dignified position." But, he added "I think we got used. Klassen gives every indication he really doesn't give a damn about us."

## Deserve better rates

Don Reid, of the Iowa State Press Association, criticized the NNA position as abandoning the philosophy that "newspapers are entitled to better rates."

In its final resolution, the NNA continued to support postal reform but will appear at the rate commission hearing to request better service for the higher rates and clarification of some postal regulations regarding newspapers.

One regulation that is in particular dispute is the use of supplements. Supplements are usually considered part of the newspaper and mailed under second class rates. But lately some local post offices have been declaring certain supplements as "not germane to the issue in which it is carried," and charging different rates.

William Mullen, NNA general counsel, said that 2nd class service has improved "slightly," although in certain parts of the country service is still inadequate because new policies or mechanization has "not filtered down to local management" and offices.

He added, however that "the postal service would be a lot worse today if it were not for passage of the reform act."

In other business, Walter V. McKinney, general manager of the *Hillsboro* (Ore.) *Argus*, was selected president of NNA. Walter Grunfeld, publisher of the *Marathon* (N.Y.) *Independent* was elected vicepresident and William Branen, publisher of the *Burlington* (Wis.) *Standard Press* was named treasurer.

James W. Gill Jr., of the *Hemet* (Cal.) *News* was elected Region 10 director. Region 10 covers California, Nevada, Utah, Arizona and Hawaii.

# Reports suggest ways to improve j-schools

By Jeff Mill

Much of the discussion at the conference on "Education for Newspaper Journalists in the '70s and Beyond" will focus on the question of how journalism fits into the scheme of a liberal education.

The three-day conference, sponsored jointly by the American Newspaper Publishers Association and the Association for Education in Journalism, as previously reported in **EDITOR & PUBLISHER** (September 8) will be held October 31 thru November 2 at the Reston, Va. Sheraton Inn and Conference Center.

The conference will focus on the future of journalism schools, but in a broader sense, many of the topics to be discussed reflect educators coming to grips with many of the central questions raised about American higher education in the late 1960s.

At the same time, the "working papers" prepared in advance for the conference also face several questions that have arisen over the past few years in connection with journalism. Questions such as press economics, the 'democratic newsroom,' and press criticism.

The question of the place of journalism in the scheme of liberal education is confronted in the first position paper, written by Dr. Paul L. Dressel, the assistant provost and director of research at Michigan State University.

## Liberal education

Dressel begins by stating, "The traditional conceptions of liberal education are inadequate and inappropriate in the present day." Dressel contends this is the result of over-involvement with Western tradition, and because the traditional liberal education "tends to emphasize acquisition of an unorganized collection of information which seldom influences either judgement or behavior."

However, a liberal education "relevant to the present" requires a combination of "knowledge, of awareness, sensitivity, and concern, and a commitment to seeking coherence, understanding and acceptance for ourselves and others."

Journalism, Dressel contends, is well-suited for expanding the modern role of the liberal education. But the "unrealized challenge of journalism education is that of using professional courses in journalism as the means for re-introducing into the educational experience a sequence of courses which will bind together the concepts, principles, and methods of the liberal arts and/or journalism in such manner as to justify the label of liberal education."

To develop this challenge, Dressel first defines traditional liberal education. He then argues that "A liberal education is evidenced by what a person is, not by what he knows."

He further believes that the traditional

view of education fails to provide the student with adequate knowledge in the area of social sciences. Dressel would prefer an educational experience that helps the student "organize his accumulating knowledge and experiences into larger and consistent wholes consonant with his attitudes and values which may also be simultaneously maturing and changing."

This argument has bearing upon the way in which journalism is defined according to Dressel. He points up the distinction between the "objective journalist" who does not express a personal viewpoint, and the "liberally educated man" concerned with "attitudes, values and judgments."

He worries at the trend toward developing journalism as a separate discipline so as to acquire academic respectability. Dressel worries at acquiring respectability at the expense of really educating journalism students. He believes journalism education has become too involved with technical courses that offer information at the expense of education.

## Layout and design

University of Illinois journalism professor Gene Graham presents a critique of newspaper presentation in his paper on Non-Verbal Communication. Graham believes that newspapers have been slow to realize that they are no longer, in the words of James Reston, "the first messengers of the spot news."

Layout has not changed, nor apparently have attitudes, to reflect that newspapers now exist in the age of television. He says "the news continues to lie on the page in traditional form and format like so many disembodied ghosts of the past."

Graham also contends that newspapers must enter into, again quoting Reston, "the educational business." Journalists must "gather the facts, then convey them to others in everyday language."

Graham asks that journalism schools provide literate newsmen who are able to function both in the specialized language of an exact area such as science, and yet be able also to present the news to the everyday layman.

At the same time, the journalist must learn non-verbal language and how to use it. This requires "a fundamentally different way of thinking of the relationship of words and images." Graham asks that journalists—and journalism schools—acquire this command of non-verbal communication.

## Press professionalism

Professor William Porter, the chairman of the Michigan University Department of Journalism has presented a paper on the professionalism of the press.

Porter has found that recent advances such as the democratization of the news-

room indicate "a restive profession." It is more than a simple question of "advocacy journalism" to Professor Porter. Rather, in the end, the question becomes what role can the journalist play in shaping the role and the voice of his newspaper.

Generally, he finds that journalism schools have not transmitted an understanding of the mechanics of the problems facing journalists to their students. Trade unionism, individual contribution and voice must be added to the curriculum.

Much of Porter's analysis reflects questions and controversies that stem from the mid-1960s period of rethinking and reexamination that coursed through American colleges and universities.

He recognizes the place of the journalism review, of the Newspaper Guild, and the newsroom revolt against the bureaucratic institution. The failure of journalism schools to come to grips with these problems has thwarted the advance of many qualified young journalists, Porter feels. Unless the schools reevaluate their responsibility in this area—and unless they are joined in this reevaluation by owners and publishers, Porter feels the supply of journalists in the future may be limited to mediocre, "placid mechanics."

## Search for truth

Professor Howard Ziff, the director of the University of Massachusetts Journalistic Studies Program presents his thoughts on the subject of the journalist's body of knowledge—both what it is and how it is obtained.

Ziff contends that such knowledge is "open-ended since he seeks the truth rather than any particular social or political good." But it is this search for knowledge and truth that compels "historical scholarship," and an understanding of "the techniques and models of relevance of the social and behavioral scientists," as well as a knowledge of "the nature and social and political conditions of mass communications . . . and their economic costs," and finally, "communication skills."

Ziff concludes that newsgathering involves the application of a "body of knowledge that enables the journalist to take a broad, integrative approach." He adds, "The typical daily practice of journalism, in short, is, or should be, the exercise of a liberal art, the gathering, interpreting and communication of information for daily use by the reader."

Ziff supports these contentions with relevant quotations from political scientists, and an examination of the place of the journalist in a political-social-economic system.

## Understanding the medium

John Robinson, survey director for the Institute for Social Research at the University of Michigan, returns to some of the questions raised in the earlier paper of Gene Graham. Robinson argues that the journalist must understand the role and function of the medium in the shaping of attitudes.

Robinson says that in preparing journalists, journalism schools have avoided drawing upon data that measures the affect

(Continued on page 43)

# ITU and Evansville papers sign new technology pact

By Gerald B. Healey

A new contract negotiated between the Evansville Printing Corporation and Evansville Typographical Union No. 35 assures the publisher the flexibility to install and use new processes and equipment in the plant.

Evansville Printing Corporation publishes the morning *Courier* and the evening *Press*, the latter a Scripps Howard newspaper. The *Sunday Courier* and *Press* editorial operation is separate from both the *Courier* and *Press*, and is under the direction of J. A. Caldwell, president.

The union in its contract with Evansville Printing "recognizes that the publisher, the *Courier* and the *Press*, in addition to installing an Optical Character Recognition (OCR) equipment in the composing room, may install and use OCR equipment and Video Display Terminal (VDT) equipment in the other departments of the publisher, the *Courier* and the *Press*."

The union agrees to process material produced in these other departments as directed by the publisher provided "nothing herein adds to or subtracts from the jurisdiction of the union or adds to or subtracts from the established functions which are now being performed in the plant of publisher, the *Courier* and the *Press*."

The contract further states that there shall be no typing pool created or used specifically for typing (on typewriters or VDT terminals) material to be processed in the composing room.

## Operator-keyboarders

The company agreed to employ journeyman who shall primarily be used as operator-keyboarders. There will be no less than 50 shifts per week; no less than two operator-keyboarders will be employed on any of the 13 shifts; in the event a third shift is established, 10 additional shifts per week of operator-keyboarder shifts shall be provided for in the no less than 50 shifts per week provision.

According to the contract, operator-keyboarder shall be defined as composing room employees who are performing work in the composing room within the jurisdiction of the union on tape perforating units, typewriters, OCR equipment or VDT terminals.

Purpose of this agreement is to insure the publisher the flexibility to install and use new processes and equipment and represents the union's claim to jurisdiction relating to composing room work "within the jurisdiction of the union performed on said equipment."

Other new language in the contract:

It is understood and agreed that the general laws of the International Typographical Union in effect at the time of signing this contract, not in conflict with this contract or with federal or state law,

shall govern relations between the parties on conditions not specifically enumerated herein.

Nothing contained herein shall be construed to interfere in any way with the creation or operation of any rules not in conflict with federal or state law or this contract, by any chapel or by the union solely for the conduct of its own affairs.

## Definition of journeymen

It was mutually agreed, according to the contract, that journeymen are defined as persons who prior to the effective date of the contract (November 1, 1972, and ending October 31, 1975) worked as such in the composing rooms of papers signatory to the contract; persons who have completed approved apprentice training... or have passed a qualifying examination under procedures heretofore recognized by the union and the publisher; persons who have passed an examination recognized by both parties to the contract and have qualified as journeymen in accordance.

In hiring new journeymen employees the foreman may not exclude as candidates for employment any individuals who have established competency as journeymen. The following priorities must be recognized: regular situation holders; subject to established hiring practices in departmental offices, other journeymen who have worked in the composing room; individuals concerning whose competency as journeymen the foreman has not reason for doubt or persons who have registered for employment after having passed the examination.

The contract states further that it is understood that the introduction of new processes and equipment, other than the actual perforating of tape, affects many phases of the production for publishing the newspaper printed by the Evansville Printing Corporation. In order to facilitate an orderly transition to accommodate the new processes and equipment and the resulting changes, the Evansville company and the union made the agreement as described.

The contract, which had expired October 31, 1972, provides for stepup increases from November 1, 1972 to May 1, 1975 of \$201.50-\$225 for day work; \$209.50-\$233 for night work (five days, 37½ hours.)

## Unfair practices agreement

In another newspaper-union development, Omaha ITU Local 190 has agreed to refrain from certain unfair labor practices in connection with its strike against the *Omaha* (Neb.) *World-Herald*.

In the settlement signed by the local officers, the union agreed not to threaten employees with physical harm or other reprisals because they cross the picket line and, further, not to cause any physical harm; not to record the auto license numbers or take pictures of employees

crossing a picket line; not to write letters to the employees of spouses of *World-Herald* employees as a way of "pressuring the employees to stop crossing picket lines," and to disavow one such letter; not to restrain or coerce employees in any other way that would violate the National Labor Relations Act.

The agreement resulted from charges filed by the *World-Herald*. Those charges led to a complaint against the union filed by the NLRB. The approved settlement was reached before a hearing was conducted.

The U.S. District Court of the Northern Indiana District, Hammond Division, denied a motion of Chicago Typographical Union No. 16 (ITU) for a preliminary injunction enjoining the *Hammond* (Ind.) *Times* from introducing into the composing room and making operational a Linotron 505.

That decision (on July 23) led to a strike of the *Times* which still is in progress. The newspaper has continued to publish.

An arbiter had found that the union has power to veto the use of Linotron 505 until "the company has negotiated a satisfactory agreement as to its use with the union."

The Linotron 505 was installed, the company stating that the equipment would not be used for production purposes.

The union argued before the court that the company's action violated the contract's status quo provision and that those actions constituted a violation of the arbitration award. It sought removal of the machine or cessation in company efforts to make the device operational.

The court held there was no merit in the plaintiff's (union) reliance upon the status quo provision alone to authorize injunctive relief.

The court concluded: "Even assuming that the union has shown a reasonable likelihood of success on the merits because of an arbitration award in its favor, which the court finds unnecessary to determine, plaintiff has completely failed to demonstrate any irreparable harm which will befall the union as the result of actions of the company."

"As in *Detroit News*, supra (Detroit Newspaper Publishers Association vs. Detroit Typographical Union No. 18) there has been no showing here that the union is in danger of losing its status as a bargaining representative or of suffering a reduction in membership because of the company's acts; the mere loss of confidence in the union by its members as a result of the apparent helplessness of the union to discharge its functions is insufficient."

## Correction

A proofreader's error in an EDITOR & PUBLISHER story, September 29, caused a misstatement in the sixth paragraph of the story about the petition filed with NLRB by the *Racine* (Wisc.) *Journal Times*. The sentence should have read: "A petition filed by the *Journal Times* Co. seeking an election to determine the bargaining representative in the new department is pending before the NLRB."

# Judge fines local ITU officers for N.Y. Times delays

Bertram Powers, president of New York International Typographical Union No. 6, charged the *New York Times* this week with setting up a "secret operation" on the 11th floor which threatened the jobs of union members.

Responding to Powers' charges, a *Times*' spokesman acknowledged that the paper did have the capability of being typeset independently, but had not made any plans regarding the possibility of a strike by all the unions.

Powers, and two other union officers, were found guilty of criminal contempt in State Supreme Court October 16 and fined \$250 each for disobeying a court order barring work stoppages, or "chapel meetings" in the *Times*' composing room during work hours (E&P October 13).

Powers admitted on the witness stand that he had called chapel meetings last Friday and Saturday in direct violation of the restraining order to put pressure on the *Times* to negotiate a new contract. Powers had called a "recess" of negotiations last month pending disposition of the *Times*' suit.

Powers said he had sent a telegram to ITU president John Pilch in Colorado asking that the local be released from its old contract (which contains a no-strike provision), telling Pilch that the *Times* was preparing new techniques which would allow them to put out the paper independently.

"I said it was urgent to release us," Powers told the court. Pilch, said Powers, refused to take such action.

Union attorney John Sheehan, in summarizing the union case, told Justice Vincent Massi that the move to install new automated equipment by the *Times* could be construed as ground for terminating the old contract.

*Times*' attorney John Canoni asserted that the substitute printing operation had not been used to print the paper, and that furthermore, the issue was irrelevant as far as the question of contempt were concerned.

After the hearing, Barry McCarthy, director of corporate communications for the *Times*, said the 11th floor operation was "hardly secret."

"Mr. Powers has known about this operation for a long time," he said. "For three years we have maintained our production department on the 11th floor and our supervisory personnel have been designing new equipment, which can be operated by supervisory employees. This has been in our annual reports, discussed at length at stockholders' meetings, and is known to everybody. There is nothing 'secret' about it."

McCarthy said the 11th floor personnel were involved in many other facets, including testing and implementing automation of the *Times*-owned papers in Florida, and computerization of the paper's morgue.

He said in the event the typographers

disrupt operations, or strike, in-house people could get out a paper. However, he said the undecided issue was whether it could be done with permission of other unions.

He asserted, however, that this operation did not constitute a threat to the ITU and he indicated the *Times*' willingness to resume talks.

Also brought out during the court hearings was the stationing of two security guards on the 11th floor. McCarthy emphasized that the guards were there to prevent the rash of thefts and muggings that have occurred recently in the building.

## Free press war is widespread

Members of the Inter American Press Association gathered in Boston for their 29th general assembly were told that "the mass media is facing a serious crisis in the Americas."

The chairman of the IAPA committee of the press and information, German Ornes of *El Caribe* in the Dominican Republic, opened two days of hearings into a country-by-country analysis by saying:

"In a majority of nations of this Hemisphere a dangerous trend toward authoritarian forms of government is afoot. And such a state of affairs generates ominous official efforts to silence the press or, at least, to overburden it with severe restrictions.

"Even in countries where direct methods of pressure are not yet a regular and established procedure to intimidate or suppress publications, discrimination in the distribution of official news and advertisements as well as controls in the allocation of newsprint and other raw materials are increasingly used to harass or keep in line recalcitrant publications. And the habit of withholding government documents, and even covering up its actions, is widespread.

"Although freedom of information guarantees formally exist in almost every American nation, they are usually ignored or flagrantly violated. As a result, tensions between press and government frequently reach such a state of animosity that they bypass what traditionally has been accepted in all open societies as a natural adversary relationship.

"Worse yet, official prejudice against the free press is so virulent in many cases that even nominally democratic rulers tend to see signs of a sinister conspiracy in the performance of the mass media.

"There is nothing rhetorical in our affirmation that a deadly war is now being waged against Freedom of the Press. Actually, the war is fought in many fronts and takes more than one form.

"Fortunately, the press, although badly hurt, has not yet been overcome. And probably that will never happen as long as journalists are willing to join in a common effort—of which the Inter American Press Association (IAPA) is only one manifestation—to give good use to the enormous reserves of moral strength still at their disposal.

"In South America alone, where most

Latin Americans live, only four countries are ruled by genuinely freely elected regimes: Argentina, Colombia, Guyana and Venezuela. And within such a pitifully restricted group of nations, up to this moment only Colombia and Venezuela are exempt from severe threats against the wellbeing and stability of their independence.

"Further North, the picture is less bleak and disheartening but only to a degree.

"The Caribbean is dotted with countries—both free and dependent—whose rulers either tyrannize their people or look for convenient excuses to downgrade or curtail the role of a free press. Yet, a few oases of freedom can still be found in that small corner of the Americas.

"Central America is no different than the Caribbean. And only North America seems to be in better shape."

## Rack sale auditing standards proposed

A proposal by the Liaison Committee of the International Circulation Managers Association that auditing of single-copy newspaper sales shall be of uniform standard, whether sales be by newsdealer or racks was taken under advisement Wednesday (October 17) at Denver, Colo. by the Newspaper Division of the Audit Bureau of Circulations.

Any investigation deemed necessary shall be exclusively by spot check of retail outlets in the field to substantiate that money received for copies sold from these outlets averages at least 75 per cent of the basic retail price, the committee action proposed.

The question of how rack sales should be audited has been kicked around by various committees for several months with the ABC-ICMA liaison group getting everything together at a meeting two weeks ago at Reston, Va., headquarters of the ICMA.

Another report to the Newspaper Division by an Ad-Hoc Committee, headed by Norman Tischer, studying changes in coin operated newspaper racks and honor racks was drafted to help establish standards of practice that would fairly reflect net paid rack and coin operated machine sales which often reflect both underpayments and stolen copy reports. The Newspaper Division of ABC also took this report under advisement.

In the future, the Bureau's policy would be the Ad-Hoc Committee's report recommended, that if the publisher considers it impractical to maintain records for each rack separately, he may maintain records for established groups of racks, such as by zone, district or other.

Other suggestions: future ABC practice of rack sales will incorporate a suggestion submitted by several newspaper members that when it is necessary to check rack revenue in the field, such a check shall be made by an actual count of money coming from the racks rather than just through questioning the wholesalers or route men serving the racks. A random selection of racks to be opened would be made by the ABC auditor and the newspaper representative involved.

# Less than 1% of subscribers cancel when papers drop ads

By Lynn Slovonsky

How many persons feel strongly enough about the temporary elimination of advertisements and a reduction in news content to cancel their subscription to a newspaper?

In the case of the five Lindsay-Schaub papers published in Illinois, the answer apparently is a little less than one per cent, according to B. E. Wright, vice president for staff operations.

In a report this week (October 16) to the Inland Daily Press Association, Wright said his organization's circulation managers estimated a loss of 1,500 subscribers out of a total of 172,000 during the two-week period, September 17-30, when the Lindsay-Schaub papers discontinued the publication of all advertising except legal and drastically reduced the number of pages.

The action was taken to insure an adequate supply of newsprint in the final quarter of the year.

One of the group's papers—the *Courier*—took the additional step of converting to tabloid format. The *Courier* is also the only one with competition from another paper published in the same community—Champaign-Urbana. For both of these reasons, it appears, the *Courier*'s circulation loss during the blackout period was higher than the group average—about three per cent. The *Courier*'s total paid circulation exceeds 23,000.

## Reasons noted

According to reports received by *Courier* management, about half of those who dropped the paper during the period said they were doing so because of the "diminished product," a tabloid newspaper without advertising.

The others did not specify any reasons, and the total number of drops includes what *Courier* management considers the normal number for any two-week period.

Advertising students at the University of Illinois, under the direction of Professors Kim Rotzoll and James Haefner, are surveying former *Courier* readers to determine specifically why they dropped the paper. The main campus of the university is in Champaign-Urbana.

During the blackout period, the *Courier* published 16-page tabloids daily and 24-page tabloids on Sunday. Lindsay-Schaub papers in Decatur, East St. Louis and Carbondale published eight-page papers daily and 12-page papers on Sundays. The *Edwardsville Intelligencer* published six-page papers Monday through Saturday. Advertising supplements printed outside the newspaper plants were distributed with the Wednesday papers.

In Champaign County and nearby areas the *Courier* competes with the *News-Gazette*, a locally owned newspaper whose total paid circulation exceeds 39,000. The readership of each paper is thought to be

mostly exclusive.

Michael Chinigo, publisher of the *News-Gazette*, said his paper "took pains not to exploit" the *Courier*'s non-advertising period.

Chinigo said the *News-Gazette* ran no circulation promotions during the period and accepted no advertising from businesses that were not already in the paper.

The *News-Gazette* has acted to conserve newsprint by eliminating some special pages and reducing the news hole. On several occasions in the past month the *News-Gazette* has run advertising on the editorial page and on the front page of the sports section.

## No long term effects

Donald M. Lindsay, general manager of the *Courier*, said his paper's advertisers were "very understanding" about the blackout and that the *Courier* does not appear to have suffered any long-term effects because of it.

The principal short-term effect, Lindsay said, was the loss of some "breakthrough" advertising that had been scheduled during the period. He also said the principal short-term beneficiaries of the blackout were local broadcasting stations.

Although display advertising returned to the *Courier*, classified advertising did not come back as strongly in the two-week period following the blackout.

While the radical change in the format of the *Courier* apparently was a factor in the decision of some readers to drop the paper, editor D. G. Schumacher said the response was generally favorable and that many readers called to say they preferred a tabloid and hoped the *Courier* would continue in this size. (The *Courier* returned to normal size October 1 and is not planning to convert to a tabloid.)

Schumacher also said that some readers called to complain that the *Courier* was "making too much money" by charging the regular price of 10 cents for the (adless) paper.

## Some news withheld

The decision to convert to a five-column tabloid was made at the urging of George Willhite, among others. As copy desk editor of the *Courier*, Willhite assigns the headlines and dummies the paper. Willhite's objection to a paper of adless eight-column pages was that too many pictures would be required to achieve attractive makeup. Also, the tabloid format enabled Willhite to unify the content of each page and avoid the radical "mix" that would have been necessary on eight-column pages. One drawback to the tabloid format was that space was lost in the "gutters."

The *Courier* made a special effort to get all the local news in during the two-week period, Willhite said. He added that all

the important "hard" news from the wires also made the paper. He generally withheld publication of state, national and international "news features."

During the two-week blackout period, Lindsay-Schaub newsrooms were faced with space reductions of 25 to 35 per cent. When the *Courier* resumed normal publication, it announced that the news hole would be reduced eight per cent Monday through Friday and five per cent on Sundays for the duration of the shortage. The *Courier* also has temporarily dropped the stock tables and television tabloid from its Saturday paper.

The Lindsay-Schaub chain will be operating on an 80 percent basis regarding newsprint for the rest of the year.

## Two newsprint mills get tentative pact

A tentative agreement has been reached between the Ontario-Minnesota Pulp and Paper Company, Ltd. and employees whose three-month strike has shut down two plants.

The settlement leaves only Canadian International Paper's three mills, two Boise-Cascade mills, and Ontario Paper Co.'s Thorold mill, without agreements.

In related developments, Bowater Paper Corporation has announced that because of operating problems at U.S. and Canadian mills, it is cutting back shipments on a pro-rated basis.

The amount of the cutback has not yet been determined, the company said. Small customers would not be affected, it added.

International Paper Co. also cutback shipments on all contracts by 30 percent in September. Customers who received their September allotments before the cutback was announced, would be cutback 40 percent or more in October and November to account for the difference, IP said.

Jeff Dechene, IP spokesman in Montreal, said the company sells newsprint by contracts containing clauses allowing the company to reduce its allotment to customers.

He said strikes in Canada have left the company's mills in Pine Bluff, Ark. and Mobile, Ala., which normally supply Southern customers, to divert production to the East and Northeast U.S. He said IP contracts only stipulate that the company will provide newsprint, not where it will come from.

## Newsprint SOS

The *Wallingford* (Conn.) *Post* will cease publication in two weeks unless the weekly can find another source of newsprint, publisher Gil Kelman told **EDITOR & PUBLISHER** this week. The paper's sole supplier, Georgia-Pacific, turned down a purchase order, Kelman said. He said he has been offered some paper at \$380 a ton.

Another Connecticut weekly, the *Lakeville Journal*, averted publication stoppage as area publishers came to the rescue.

(Continued from page 7)

will continue this into 1974. Ninety four papers indicated they had reduced newsstand sales and 50 of these may continue into 1974.

John Flakne, retail promotion business manager of Montgomery Ward, said the stores will register a 25 percent sales increase in 1973 and it had been decided that there is a real future in tv advertising. Off this experience Wards spent two-thirds more of its ad budget in tv in 1973 than in 1972.

But, the dollar investment in newspapers increased by more than the increase in tv, with 72 percent of advertising in papers and half of the balance in circulares.

He said it is time newspapers looked into Ward dollars going to shoppers instead of worrying about more dollars being pumped into tv.

Newspapers should be selling more pre-printed inserts, running on the day the customers want them, not at the papers convenience, while at the same time "basing things on our idea of the trading area, not yours," Flakne said.

There should also be more effective selling of preprints instead of "guarding the gates against the intruder," Flakne observed.

Asking that newspapers and Wards cooperate as partners, Flakne admonished hat stores should be apprised of how papers will adjust lineage rates if lineage cutbacks are necessary due to the newsprint shortage. He asked also that newspapers be fair about how they allocate ad space.

William R. Cress, regional advertising manager of J.C. Penney, said that during the newsprint emergency Penneys is temporarily spending more in tv.

Some store managers are being "wooed by the tube and turned on by radio, which should be an inspiration for newspaper ad directors and publishers to take a new look at "your product especially during the newsprint crunch."

Cress said Penneys has a paper commitment (newsprint) through 1975 for preprints and would look at shoppers and independent postal delivery services only as an emergency measure.

#### Awards are made

A well-planned editorial campaign that added new vigor to the economy of the state of Wisconsin won a "community service" award for the *Milwaukee Journal*. The award is made annually by the University of Missouri School of Journalism to a member of the Inland Daily Press Association.

In June, 1971, the Journal undertook a campaign to improve the business tax climate in Wisconsin. At the time industry was leaving the state and the economy was lagging behind the national average in growth.

A comprehensive study of the state by the University of Wisconsin Bureau of Business Research was financed by the Journal to determine strengths and weak-

nesses. The Journal printed the results and distributed reprints to the state's influential citizens. Recommendations for making Wisconsin grow were publicized.

#### Conference called

This led to getting the governor to call a state-wide conference on economic growth this spring. The conference brought together leaders of government, business, labor and agriculture. It stimulated support for legislation to obtain campaign objectives.

The legislation became law this August.

The new tax structure was described as a 'turn-around for Wisconsin business tax climate' by the Wisconsin Manufacturer's Association.

Shortly afterwards the state's largest employer, American Motors, announced a \$10 million expansion plan. Sta-Rite Industries announced a \$2 million expansion. Both firms said their decisions were based on the new change in the tax climate.

#### Award to publisher

Joe W. Seacrest, retired co-publisher of the *Lincoln (Neb.) Journal*, received the 1973 Minnesota Award for Distinguished Service in Journalism.

Dr. Robert L. Jones, director of the University of Minnesota School of Journalism and Mass Communication, presented "Joe W." with an engraved medallion and certificate. The university has given the award to outstanding journalists annually since 1947.

A member of a prominent Nebraska newspaper family, Seacrest retired in 1971 after almost 50 years of service to his profession and community. He and his

late brother, Fred, became co-publishers of the Journal in 1942 when their father, died.

## Lehman is elected president of Inland

Edward Lehman, editor, publisher and president, of the *Longmont (Colo.) Times-Call* and president, *Loveland (Colo.) Reporter-Herald*, was elected president of the Inland Daily Press Association, regional daily newspaper association with 499 member newspapers in 25 states, Canada and Bermuda.

Lehman succeeds R. George Kuser, Jr., publisher of the *Troy (Ohio) Daily News*. Kuser was re-elected to the board of directors and will become chairman of the board.

The association's new vice-president, also elected, is Robert N. Brown, publisher of the *Columbus (Ind.) Republic* and *Franklin (Ind.) Journal*. Brown was also named president-elect for the association year beginning next October.

## Sudbury Star shutdown

The *Sudbury (Ont.) Star* has entered its second week without publishing a paper following a strike October 4 by 11 pressmen. Other unions honored the picket lines. Central issue in the dispute is a request by the unions that five former employees be rehired. The Guild contends the employees were fired for their union-organizing activities.



**SWEEPSTAKES WINNER** in the 33rd annual news pictures contest of the Inland Daily Press Association is Pete Peters, Chicago Sun-Times photographer, for his spot news photo, "I.C. Crash." The picture also won for Peters one-year possession of a second traveling trophy for best picture submitted by a photographer on a newspaper of more than 50,000 circulation.

# Client liaison panel in UPI gains approval

By Jerome H. Walker

Delegates to the 14th annual UPI Conference of Editors and Publishers (Edicon) in Mexico City (October 6-10) gave almost unanimous approval to a plan for closer client-management relationships in United Press International.

On the show of hands by representatives of more than 200 newspapers that subscribe to UPI services, UPI president Roderick W. Beaton said he would activate the program by appointing a committee to work out the details of organization for greater client participation in UPI affairs.

It will not amount to a second board of directors for UPI, Beaton said, but the liaison group of a dozen or so members will have an important role in shaping management policy. Membership will be broad, consisting of representatives on a revolving basis from the U.S., Europe, Asia, and South America.

## Rate raise coming

In the same business session Beaton advised UPI subscribers that a rate increase may be anticipated early in 1974. Cost accountants have been making an intense study of operations preparatory to submission of data to the Cost of Living Council.

Beaton said he could not indicate at this time what the amount of the increase would be but he assured clients it will be "only as much as we really need."

Several editors and publishers complimented the UPI for keeping pace with technological developments that help to hold down costs and for various improvements in news and picture services. Special mention was made of the experimental effort to provide Massachusetts clients with supplemental statehouse coverage. Also praised was the new Washington Bureau assignment plan that affords customized regional coverage.

In attendance at the Edicon sessions were Charles E. Scripps, chairman of E. W. Scripps Company, parent of UPI; Edward W. Scripps II, representing Scripps-Howard Newspapers; William Randolph Hearst Jr., a director of UPI, editor-in-chief of the Hearst Newspapers; and UPI honorary chairman Frank A. Bartholomew. Board chairman Mims Thomason was unable to attend because of illness.

Vicepresident/editor H. L. Stevenson presided at the opening session and chaired the executive business meeting with Beaton and vicepresident Frank E. Tremaine.

Next year Edicon will take place in San Francisco. The delegates indicated a preference for London in 1975.

One of the conversation pieces of the second Edicon in Mexico City was the duplex presidential-hospitality suite which had its private swimming pool and sandy beach.

# Courageous journalists kept freedom hopes alive in Chile

*This account of the role that journalists played in the military coup in Chile last September is excerpted from a lengthy report made by Silvia Pinto Torres to the UPI Edicon in Mexico City October 9.*

*Mrs. Torres, a graduate of the Journalism School of the University of Chile and wife of a journalist, began work on the staff of La Nacion in Santiago. She became political editor of El Mercurio and gained a national reputation by her interviews with political figures. She was active in the movement against Marxism and won election to the Parliament.*

*During Allende's regime she maintained a constant radio barrage against his actions. She has now returned to El Mercurio.*

If anyone 10 years ago had even suggested that an unknown newspaper woman—then just beginning to study journalism in Chile—would some day speak before a meeting of journalists from all over the world, to give an account of what has happened in her country, certainly she herself would have burst out laughing and would have thought it absolutely impossible.

But I come from a land of miracles, which every once in a while hits the front pages when some earthquake destroys our cities. These are natural disasters which we overcome with energy and courage, our traditional way of reacting to misfortune.

Chile, thanks to the decision of its people, is today the only country that can say that it became Marxist through elections and that it overcame Marxism by its own means, without outside help.

Those of us who committed ourselves completely in a three-year struggle against Marxism—mainly journalists—are worried about the distorted image which Marxists are projecting about what is going on in my country—that is, by those who have fled Chile to escape the consequences of their crimes and their thievery; those stupid stooges of Marxism who, because of their leftist leanings, play the game as puppets of international Communism, beings without any ideas of their own who are used by Moscow as robots to spout words dictated by Party leaders.

Salvador Allende took his oath of office on the 4th of September, 1970, after succeeding in his fourth effort as a political candidate—over a period of 18 years of intensive political activity—to win election to the presidency.

Although he took advantage of the democratic processes throughout his career as a member of parliament and as a government official, the fact that he was a Marxist-Leninist and the specifics of his political platform convinced some democratic journalists that if Allende was successful in his bid for the presidency a

Marxist regime would be installed in Chile, one that would impose a dictatorship of the proletariat.

These journalists, certain that Chile would be no exception to this process, warned Chilean public opinion of the dangers of a candidate backed by a coalition of parties known as Popular Unity, whose main components were Socialists and Communists, both of them Marxist-Leninist.

Nevertheless we were confronted by those naive people who insisted that Chile would never suffer the same fate as Czechoslovakia, Hungary, Poland, etc., because our democracy was strong and our social and political conditions different.

And so, our warnings were branded as a political "campaign of terror,"—even by members of democratic parties whose naivete blinded them to the danger.

Salvador Allende won the election with only a 30,000-vote margin which meant that Congress had to ratify him as the winner. To obtain congressional approval of his extremely narrow victory Allende had to promise—in writing—to abide by Chile's Statute of Guarantees which ensure the permanence of constitutional government.

Only a few months later, however, he told the French journalist Regis Debray that this was merely a ploy to gain the support of the Christian Democrats in Congress. This was confirmed subsequently when he began violating each and every one of the articles which he had promised to uphold.

Allende started his mandate on the offensive. His goal was absolute power and he lost no time in trying to obtain it. From the very outset he announced that his government was not for all Chileans, in so far as he was "only the President of Popular Unity." The rest of the people—even though they constituted a majority of the nation—were just regarded as the opposition and were, therefore, to be attacked on all sides until brought to heel.

He started out with the press. In his very first speeches he insulted the journalists who played a major role in warning of his real intentions.

He applied all kinds of economic pressure to independent publications, illegally closing down some newspapers and radio stations, imposing illegal restraints on others, jailing some news men and choking off the supply of newsprint to the press.

He denied permission for an extension of the only private television station. Since it did not back him, its programs were circumscribed to the capital and its suburbs. At the same time, the government television was able to broadcast throughout the nation, misinforming the public via an enormous staff whose task was to disseminate Marxism at the cost of the tax-payers.

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# Sunday editors report on new section formats

By Lenora Williamson

The American Association of Sunday and Feature Editors held their annual "show and tell" session at the Oklahoma City convention with members reporting innovations, reader involvement features, and section changes at their papers in recent months. Copies of magazines and Sunday sections were distributed during the reports.

Harold Eager, editor of the *Lancaster* (Pa.) *Sunday News*, reported successful reader involvement with "I Know a Story," which developed into a weekly feature with "the essence of simplicity" as the paper asked readers to send a story, any story as long as it was non-fiction. No limitation was placed on subject or length.

Eager said response was instant. Within two weeks the *News* received over 50 stories and surprisingly more than 75 percent were usable. The paper has been running one story a week for almost a year and although it has not requested contributions for more than 8 months, new ones still come in. Staff artists prepare illustrative cartoons to accompany the story, and a brief biographical sketch and half column photo of the author are used.

Eager said that unexpected dividends have been the discovery of an outdoor columnist for the sports section and locating several excellent freelance writers.

Harold A. Williams, Sunday editor of the *Baltimore Sun*, said that the Family section has been renamed Trend, and as the name implies, "we try to emphasize the trend story in this section and put a strong emphasis on consumerism." An investigative reporter is working exclusively in this section.

Williams said that a new column "Focus" had been added to the Spectator section, aiming for off-beat, behind the news and light writing to attract the casual reader and "hopefully slow him up enough to get him interested in some of our longer, more serious features."

The report by Mary Jane Spencer, Sunday editor of the *Toledo Blade*, included a "Pop Rap" column on contemporary music with two columnists alternating—one a college student, the other a late-20s staff member.

The *Blade* has added to its Leisure Section an "Auto Line" question and answer column, with answers by the *Blade's* mechanic who services circulation trucks. He writes answers in long hand on the original letter from the reader and the Sunday staff assembles copy with the mechanic correcting any misunderstandings on a carbon. The *Blade* also has a new special section "Football Tab"—described by Mrs. Spencer as "something to keep by the television because it's full of background and statistics like a giant football program.

"Right now," concluded the *Blade's* Sunday editor, "We're trying to drop features and reduce size to save newsprint—a good way to get rid of some things like radio listings, special sections that have run their course. Let them be permanent dropouts!"

James Auer, retiring president of the association, adding to the program's earlier report on changes in the men's and women's section of the *Milwaukee Journal*, said a double spread of capsule summaries of current movies in the Sunday TV-Screen magazine had proved popular.

Fred Fitzsimmons, executive Sunday editor of the *Kansas City Star*, explained that the biggest changes at the Sunday paper were in identities of the sections: People was renamed to get away from the former women and society identity; Business combines the former farm and market with real estate news; Arts & Entertainment became simply Arts; the Home section was dropped with its elements combined within Business and People. A 4-page no-ad section, Forum, was added. The moves were made last August after extensive house-ad and editorial promotion and a schedule of radio commercials.

Don Brazier, assistant managing editor of the *Seattle Times*, noted that in 1973 the *Times* continued to produce two magazines, the letterpress Magazine with emphasis on text and the rotogravure pictorial featuring photos. The Magazine began a nostalgia-trivia column, "All Things

Remembered," and "Way Back When"—a series of look-back articles. The paper launched a Friday arts and entertainment tabloid, Tempo.

Harold I. Silverman, editor of *California Living* of the *San Francisco Examiner*, said that some things working well for his paper are content attitude as expressed in Update, Beat Reports, and Guides. "Update can best be described by the tag line that accompanied its introductory period: 'Yesterday's news story often has a postscript that becomes lost among today's news. These Update reports are gathered to keep you current.'"

Geoffrey Vincent, Sunday editor of the *Louisville Courier-Journal* and *Times*, presented copies of the virtually ad-less 10-page Outlook-Environment section began experimentally, with the only advertising, for 40 or more weeks a year, on the back page. Vincent noted that "although it is a 'think' section, it has a high readership, especially among quality subscribers. We've increased the ad ratio in the other Sunday sections somewhat, but in any event we feel the response to this open-page section has played a large part in the continuing growth of the Sunday paper, up nearly 10,000 (to 360,000) in just over a year."

John J. Massaro, Sunday editor of the *Hartford* (Conn.) *Courant*, said his paper had "gone into battle against the quadrilateral look in roto photos" and that the "eye relief of getting away from the rectangle is rewarding."

Elwin D. Hatfield, assistant managing editor/Sunday, *Oklahoman* and *Times*, convention chairman, explained the biggest change for the papers was moving to the one universal copy desk concept for each of the company's three newspapers, including a Sunday universal copy desk which handles all material except for sports.

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OFFICIAL FAMILY at the Oklahoma City convention of the American Association of Sunday and Feature Editors included, from left: Elwin Hatfield, assistant managing editor/Sunday, *Oklahoman* and *Times*, convention chairman; James Auer, art editor, *Milwaukee Journal*, retiring president; Donald Brazier, assistant managing editor, *Seattle Times*, new secretary; Michael Hanlon, editor of *The Canadian Magazine*, Toronto, president; and Eugene Wyatt, Sunday editor, *Nashville Tennessean*, new vice president. (Photo by Jim Miller, *Oklahoman* and *Times* staff)

# Helen K. Copley elected head of Copley Press Inc.

Mrs. James S. (Helen K.) Copley was designated chairman of the corporation publishing the Copley Newspapers by the board of directors of The Copley Press, Inc.

She succeeds her late husband in the post. James S. Copley died October 6. Robert Letts Jones continues as president.

The board of directors at a special meeting in La Jolla also designated Thomas C. Ackerman, Jr., as vicechairman of the corporation. Both Mrs. Copley and Ackerman were designated members of the executive committee of the corporation. Ackerman is executor of the James S. Copley estate.

The designations became effective upon the election of Mrs. Copley and Ackerman to the board of directors. The special meeting of the shareholders was held Wednesday (October 17) to elect directors to fill vacancies on the board.

Mrs. Copley assumed the duties of publisher of the *San Diego Union and Evening Tribune* immediately at the death of her husband.

## Same goals

Mrs. Copley said in a letter to the board of directors:

"It is the purpose of this letter to affirm to all of those executives who bear the great responsibility for carrying on the affairs of our organization that the policies of my husband will continue unchanged, and to assure all of you, upon whom he depended so much, that the aims and aspirations of the Copley Newspapers and The Copley Press, Inc. are unaltered.

"Whether it is in the area of business ethics, editorial policy, labor relations, community involvement, news presentation or patriotic dedication, I ask that you proceed with the same loyal devotion to Jim's policies that you have exhibited in the past. All of his policy documents, which have given such distinction and vitality to the Copley Newspapers, will remain in effect, each one representing a true living memorial to his vision and leadership."

Jones told the board of directors:

"Despite the constant pressure of Helen Copley's devoted vigil during the final months of Jim's illness, she has been closely apprised of major corporate developments which I have personally discussed with her on a regular basis as had been my practice for my many years working closely with Jim.

"Helen's more than 20 years' association with Copley Newspapers, her active participation with Jim in numerous civic and professional organizations and her thorough understanding of our company and its people, will assure uninterrupted leadership for us in the years ahead.

"We are most fortunate, also, to be assured of an even closer degree of legal counseling and management assistance



Helen Copley



Thomas Ackerman

from Tom Ackerman whose law firm—Gray, Cary, Ames & Frye—has been associated with the Copleys and their newspapers since 1926.

"Let us now look ahead from this period of sadness and strive to fulfill the obligations of the confidence Jim shared with us.

"Our foundations are secure. The editorial policies are clearly established. The ever-faithful Helen is at our side as we endeavor to carry on Jim's cherished aspirations for the welfare of the United States of America and for freedom-loving people throughout the world."

Mrs. Copley will devote full time to her new duties. Ackerman, a partner in the San Diego law firm of Gray, Cary, Ames & Frye, will continue his practice, specializing in corporate law.

Mrs. Copley and Ackerman join Jones and Donald F. Hartman, vice president for fiscal affairs to The Copley Press, Inc., on the executive committee.

Mrs. Copley, the former Helen Kinney, was born in Cedar Rapids, Iowa. She attended Hunter College in New York City.

## Widely traveled

She has been associated with Copley Newspapers for more than 20 years both at the Union-Tribune Publishing Co. and at the corporate headquarters in La Jolla.

After her marriage to Copley, August 16, 1965, Mrs. Copley remained active in her husband's newspaper activities. During their marriage, the Copleys travelled more than 700,000 miles on business.

As a result, Mrs. Copley has a wide acquaintance among newspaper and government figures.

Mrs. Copley has a son by a former marriage, David C. Copley, who was adopted by James S. Copley in 1965.

Ackerman, 45, a native San Diegoan, earned his BA degree from San Diego State College with highest honors and distinction.

After brief service in the U. S. Army during World War II, he attended the school of jurisprudence at the University of California, Berkeley.

While in law school, Ackerman was editor of the *California Law Review*.

Returning to San Diego in 1953, he became associated with Gray, Cary, Ames & Frye. Among the clients, he has represented The Copley Press, Inc., and the Union-Tribune Publishing Co., and has been an advisor to the management of Copley Newspapers.

# Judge awards \$400,000 to publisher's 2 sons

Litigation involving the afternoon *Holyoke* (Mass.) *Transcript-Telegram* has ended after 15 years, with two survivors of publisher Henry Dwight to receive more than \$400,000 in cash and stock from the Holyoke Transcript-Telegram Publishing Co., which is owned by other members of the Dwight family.

The settlement, reached in Springfield, Mass., Probate Court, requires the newspaper company to turn over 9,938 shares of stock and pay \$125,000 in back dividends and interest on those shares.

The ruling, in favor of the Henry Dwight Trust, was issued by Judge Abraham I. Smith.

Benefitting from the settlement are Barclay Dwight of North Adams, Mass., and Henry Dwight of Granby, Mass., surviving sons of Henry Dwight, who died earlier this year.

Henry Dwight was a son of the original founder of the Holyoke newspaper, William Dwight, who died in 1930.

During the litigation, Atty. Philip O'Brien, Jr., guardian ad litem for the Henry Dwight Trust, sought to have two other corporations—Valley Photo Engraving Co. (known today as the Valley Graphics Co.) and the Hampshire-Hampden Corp.—included in the suit.

# \$2.5 million is paid for truck injuries

A settlement amounting to \$2.5 million was announced this week in a lawsuit brought by a Florida woman who suffered brain damage and other injuries when hit by a newspaper delivery truck.

The defendants were the Miami Herald Publishing Co., Travelers Indemnity Co., Federal Insurance and American Home Assurance Co. The truck driver, Herbert Whittle, was removed as a co-defendant.

The accident occurred on the afternoon of March 23, 1971. Whittle was delivering copies of the Miami News, which is printed by the Herald Company. According to the complaint, the truck went through a stop sign and hit Mrs. Candace Courbier, 27, who was riding a bicycle.

# Publisher is put on 4 years probation

Marjorie L. Bartlett, a co-publisher of the *Hermiston* (Ore.) *Herald and Umatilla* (Ore.) *Star*, was placed on four years probation October 3 for failing to file her 1968 federal income tax return.

A second count of willful failure to file was dismissed. Mrs. Bartlett pleaded guilty June 18 to the one charge in U.S. District Court in Pendleton, Ore., it was reported.

U.S. District Judge James M. Burns ordered defendant, as a condition of probation, to repay all taxes owed. She allegedly had a gross income during 1968 of \$50,366.

# Smart marketing begins with newspaper-reading New England

## FOR THE MONEY . . .

Take a look at these New England figures\*:

	Retail Sales	Food Sales	per hh. Retail	Per hh. Food
MAINE	\$ 2,017,246,000	\$ 517,344,000	\$6,606	\$1,694
NEW HAMPSHIRE	1,792,660,000	464,402,000	7,310	1,893
VERMONT	1,160,338,000	272,925,000	8,318	1,956
MASSACHUSETTS	13,548,595,000	3,145,042,000	7,403	1,718
RHODE ISLAND	2,000,864,000	469,780,000	6,589	1,547
CONNECTICUT	7,237,246,000	1,734,360,000	7,180	1,956

Estimated New England retail sales per household are 10% above the national average of \$6,581, and per-household food sales exceed the \$1490 U.S. average by 15%, with each New England state well above average in both categories!

\*E&P 1974 Market Guide estimates.

## FOR THE SHOW.

*New England markets have top newspaper coverage*

Daily newspaper home coverage in the New England states exceeds that of the rest of the nation by 13.5%, with no less than 84.2% household coverage in any New England state.

Your advertising dollars reach *more people with more money* when you spend them in newspaper-reading New England!

## Advertising gets *results* in these leading New England newspapers:

### MAINE

Bangor Daily News (M)  
Maine Sunday Telegram (S)  
Portland Press Herald (M)  
Portland Express (E)

### NEW HAMPSHIRE

Manchester Union Leader (AD)  
Nashua Telegraph (E)

### VERMONT

Barre-Montpelier Times-Argus (E)  
Burlington Free Press (M)  
Rutland Herald (M)

### MASSACHUSETTS

Boston Globe (M&E)  
Boston Globe (S)  
Brockton Enterprise & Times (E)  
Fall River Herald News (E)  
Gardner News (E)  
Lynn Item (E)  
New Bedford Standard-Times (E&S)  
North Adams Transcript (E)  
Pittsfield Berkshire Eagle (E)  
Springfield Daily News (E)  
Springfield Union (M)  
Springfield Republican (S)  
Taunton Gazette (E)  
Waltham News Tribune (D)  
Worcester Telegram (M-S)  
Worcester Gazette (E)

### CONNECTICUT

Bridgeport Post-Telegram (M&E)  
Bridgeport Post (S)  
Bristol Press (E)  
Hartford Courant (M)  
Hartford Courant (S)  
Hartford Times (E&S)  
Meriden Record & Journal (M&E)  
Middletown Press (E)  
New Britain Herald (E)  
New Haven Journal-Courier (M)  
New Haven Register (E&S)  
New London Day (E)  
Norwich Bulletin (M&S)  
Torrington Register (E)  
Waterbury American (E)  
Waterbury Republican (M&S)

### RHODE ISLAND

Pawtucket Times (E)  
Providence Bulletin (E)  
Providence Journal (M&S)  
Woonsocket Call (E)



# Developing ad information on competitive products

By Robert H. Lambert  
President,  
Story & Kelly-Smith Inc.

The function of the newspaper representative in the gathering of competitive product information is in strong opposition to the old image of a stodgy salesman running around town with a stack of tear pages under his arm making inconsequential deliveries from agency to agency.

That's an image better kept in the closet.

There is so much about this part of the representatives role that is so vital to the relationship between the newspaper, the advertising agency and the national advertiser.

## Policy positions

I would like to state a few of our own policy positions on this matter of gathering information on competitive brands,

This report was presented by Mr. Lambert at a joint meeting October 10 in New York of the International Newspaper Advertising Executives/American Association of Advertising Agencies Relations committees.

which I believe would hold true also with most other representatives.

First, I believe it is very clear that information is never released in advance of publication of an advertisement, or in advance of distribution of a product having been obtained in the market. We do not share confidential scheduling or marketing plans with anyone. After these plans have been activated and become public information, we are then more than happy to gather and release the information upon request.

Second, the newspaper representatives welcome these requests from the advertising agencies for help in the field. These requests provide us with leads and selling opportunities with the agency who makes the request, as well frequently with the brand about which the request has been made.

Third, we try to respond quickly since we believe that timing is very important in these matters. In our own case, our master correspondence files in our New York headquarters facilitate response sometimes in a matter of minutes.

Fourth, I believe it is extremely important to acknowledge that the success of the representative in the retrieval of this kind of information depends in many cases upon cooperation by the individual newspaper who frequently is the factor that makes possible real fulfillment of the request.

And at this point, it should be said also that while the benefits to the advertising agencies from this function of the representative should be quite obvious, the function is equally beneficial to the representative and to the newspaper cooperating with him. We have so often seen schedules develop almost instantly on the heels of information provided an agency on a competitive brand in a given market.

Somewhat typically, one of our salesmen advised of just recently providing an agency with a detailed analysis of newspaper advertising, in one of our markets on Canadian Whiskies.

Three days after this information was delivered to the agency, our salesman was called by the agency and advised of a substantial ROP black and white and ROP color schedule to run in the very market in which the study had been made.

## Information areas

While the mechanics of gathering information for our agency friends on competitive brands can vary greatly from brand to brand, request to request, the general pattern seems to follow about four types of situations.

These would be encompassed by New Product or spot promotions; test market advertising; general competitive activity—that is, all brands in a classification, and,

last, a single competitor's activity. The fulfillment of the request runs from something like obtaining and delivering a tear page published, let us say, in Fargo, North Dakota, yesterday, to quite extensive retrieval projects.

The variety will run from an easy bulk lineage report to an exact schedule with all the detail as to number and size of insertions, advertisement dimensions, along with complete tear pages which allow the agency to study a competitor's copy platform. These requests for help will run, also, from our being asked to have our newspapers make a simple product distribution check in a few stores to a spot check of prices and distribution with the major chains and independents.

We have been asked also to have certain of our newspapers arrange to buy new or newly packaged products in their markets and have these products delivered fastest way possible back to the advertising agency.

And in one instance we had our newspapers buy a number of orange juice products, in the frozen variety, the quart jar, the can and in plastic containers, with the contents to be consumed at the newspaper and only the empty package sent on to the agency.

On another occasion an advertising agency asked us to have our newspapers purchase regional editions of national magazines. The agency wanted these regional editions to come direct from the field and wanted to see these regionals as these would be seen when bought directly from the newsstand in the given markets.

Many times, we have been asked to gather information on entire classifications of products. At one time, we were inundated with requests on margarine products. And at another time it was Canadian Whiskies, referred to previously in a brief way.

Each involved dozens of requests for schedule information, tear pages, estimated costs of advertising.

## Airline data

And then, there are the airlines. We have almost permanent requests for information breaking on new scheduling, new travel features, in which airline "A" is vitally concerned with the competitive activity of airline "B."

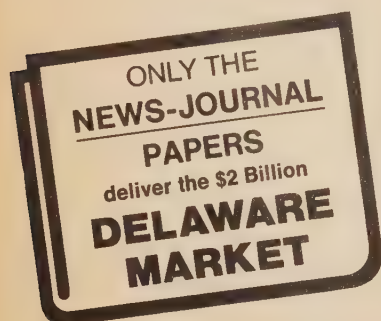
With airlines, mergers and take overs immediately foster new competitive interest. This is sometimes a matter of interest in copy, advertising theme, route structure and departure schedules, as well as advertising volume.

One last classification: The granddaddy of all experiences in gathering information on competitive brands. This is tobacco, cigarette advertising.

Wouldn't you know that when the tobacco accounts became most active in newspapers, Media Records were probably in their greatest depths of disarray and tardiness.

As a consequence, our firm and probably every other representative firm, established our own lineage accounting system to provide current information for advertising agencies on what the many cigarette brands were doing in newspapers.

(Continued on page 22)



- 3-County State Market with population, income, and sales, making it a must in selling the Mid-Atlantic Urban Corridor. No Baltimore, Washington or Philadelphia newspapers have any measurable influence in the market.
- These papers deliver largest circulation of all newspapers published in the 4th A.D.I. outside of Phila. Metro.†  
Reach a dominant 73% of hsls in Delaware, 88% of hsls in New Castle County.
- Other sales factors: \$6,790 retail sales per hsl, 20th in U.S.; no retail sales tax; Sunday delivery; Single Rate Plan.

MORNING NEWS • EVENING JOURNAL

**WILMINGTON  
DELAWARE**

Telephone 302/654-5351

or Story & Kelly-Smith, Inc.

All figures SM 7/73 unless noted †ABC Audit 12/31/72



# Every phototypesetting paper you need comes in one box

Kodak Grade S Phototypesetting Paper...the economy you need, quality you can count on.

Whether you set 50 characters per second or thousands of characters, you need only one phototypesetting paper. KODAK EKTAMATIC Photomechanical Paper, Grade S, gives you speed, economy, and quality every time.

Economical because Grade S Paper can be used in any non-tungsten phototypesetting operation, and because of its easy stabilization processing.

Quality in sharp edge definition. The kind of quality you've come to expect from Kodak.

After all, we've been in phototypesetting since the beginning; we've grown up with it.

We have data on the benefits of phototypesetting and the products we make. They may help you. Send us the coupon.

Eastman Kodak Company, Dept. 412L, 10-36  
Rochester, N.Y. 14650

- ☐ Please brief me in person on how you can help in phototypesetting.  
☐ Send more information.

Name \_\_\_\_\_ Title \_\_\_\_\_

Newspaper \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Type for this advertisement was set photographically  
on KODAK Phototypesetting Film.

The best impression you can make.

## Ad feedback

(Continued from page 20)

market by market across the country.

And I can say that in numerous instances, we were able to see the proliferation of brand advertising in our markets, very much in a response to something we were telling the advertising agencies and the tobacco accounts that competitive brands were doing.

### Ad lineage leads

Now, let me cite two examples that may illustrate how some of these requests for competitive product information (1) develop and (2) are, or can be, helpful to the representative.

We recently had a request from an agency account executive, who had a client inquiry, for information on a new medical type product. We were told that this product might be testing in certain markets and would be using newspapers. We checked our files, found no report of any activity and that we had not even had an assignment made to this account as it was a totally new product being handled by a relatively obscure advertising agency. So the request for information from the account executive put us on the trail of a potential new advertiser, and an obscure advertising agency that had all the earmarks of becoming highly activated with a quite new and competitive product.

At the same time the request alerted our salesmen to the possibility of activity through the advertising agency who originated the request which, we determined, had a product very similar and competitive to the new product that was expected to be introduced. So Story & Kelly-Smith were tuned in, put on the trail so to speak, of two new potential newspaper advertisers.

In the second instance, we had a call from a media department in which we

were told that one of their account executives had picked up a new brand of cigarettes in a large West Coast market and could we get them quick information on any advertising being run, or any other information about this new cigarette product.

This was a brand that was as new to us, as it was to the account executive, who apparently bought the new cigarette at a retail counter somewhere on the West Coast. It took just a little while to find out which tobacco company was putting out the brand, which agency had the assignment, and also to determine that no advertising had yet been released on the product. But we learned that an area of dominant influence in which we represent perimeter newspapers was one of the initial target or test areas for this brand.

As a result of the inquiry, we were able to do some selling with both the agency and the account. When advertising finally did break, our newspapers were included in the test promotion.

Obviously, our newspapers might have been included anyway with or without our fore-knowledge, with or without our preselling. But the fact is that an inquiry for competitive brand information alerted us to the existence of a new brand, and activated us to do some selling in behalf of our publishers, as a kind of insurance, at the very minimum, for the participation of the newspapers we represent.

Well, you may wonder how much time does this reconnoitering, this gathering of counter intelligence, so to speak, on competitive brands take out of the day of a newspaper representative. Frankly, we do not have a time and motion study.

### Time consuming

We have one estimate that three large advertising agencies here in New York ask for this kind of help once or twice a week. The amount of work required varies widely as my preceding comments might suggest.

Recently, one of the large tobacco companies called on their advertising agency for a detailed analysis in the top 100 markets of all of competitors brand advertising during the past 18 months. This

involved some 22 markets in which we represent newspapers.

One of the people in our research department spent more than four full days in compiling this lineage for our 22 markets—and an uncounted number of long distance telephone calls to our newspapers for clarification of bits information. Then of course, add in the salesman's time in setting up the project and delivering the final report to the advertising agency.

Surprisingly enough, advertising agencies seem sometimes to prefer to call on us for competitive information about divisions of their own client companies, divisions which the agencies do not handle.

## Ad idea will cut production time

Last February the *San Bernardino* (Calif.) *Sun-Telegram* ran nearly 200 "Notices to Creditors" ads, legally required to clear the estates of people who had died. Each time certain basic sections were repeated.

"Why not set them up in advance and just insert the lines that need changing?" thought Ed Thompson, a cold-type ad man. He entered the idea in a suggestion contest sponsored by the *Sun-Telegram*.

The judges liked the idea, and awarded it first prize. "In fact," says James Geehan, editor and publisher of the *Sun-Telegram*, "the judges liked the idea so much they doubled the prize to \$200."

A sample ad submitted by Thompson contained 36 lines, of which, he said 21 could be picked up as is. Another 10 lines could be picked up from inventories, and only five would have to be newly set.

Standard forms for this and other types of ads in constant use are being prepared. Names, addresses and other information that change from ad to ad will be placed on individual lines.

A conservative estimate is that it will cut production time by several thousand hours.

## News content cut; ad rates increased

Most readers won't notice the 2 percent reduction in the news content of the *Miami* (Fla.) *Herald* and the *Miami News*, Hal Jurgensmeyer, vicepresident/operations of Knight Newspapers, said in commenting on the necessity to conserve newsprint.

At the same time, the two newspapers—the *Herald* in the Knight group and the *News* in the Cox Group—have asked the Cost of Living Council to authorize increases in their advertising rates, beginning November 1.

Beverly Carter, general manager of the *Herald Publishing Co.*, said some categories of retail rates will rise as much as 10 percent. An increase of 5 percent will be applied to general advertising and some non-contract rates for classified ads will be adjusted upward. Rates for color in advertising will be boosted 10 percent.

## Buying Boston?

Be sure to include  
**WORCESTER**

The other major  
market in the  
Nation's 5th largest A.D.I.

Boston and Worcester  
are separate  
newspaper markets.

Always add the  
Worcester Telegram  
and The Evening Gazette.

Most advertisers do.



**WORCESTER TELEGRAM & GAZETTE**

Daily Over 150,000; Sunday Over 105,000

Represented by CWO&O

## Keep Up-to-Date With AUSTRALIA'S

rapidly expanding marketing, advertising, publishing  
and graphic arts opportunities. Read

## ADVERTISING NEWS

Published every second Friday

### ADVERTISING NEWS

Elizabeth & Butt Streets, Surry Hills,  
Sydney, Australia 2010

Send me a copy for one year including FREE

- National Advertisers list and brand names index.
- Guide to all advertising agencies and their accounts.
- Guide to 6000 advertisers and their advertising agencies.

Annual subscription to U.S.A. \$A20.00. Payments must be made by bank draft in Australian currency.

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_

Zip \_\_\_\_\_

THIS YEAR'S BUILDING BOOM...midyear...more than

# \$200,000,000.00



IN TERRIFIC

# TULSA

Come on, you merchandisers . . . Read 'em . . . and REAP!! Now under construction or blue-printed: UNIVERSAL OIL PRODUCTS COMPANY — \$26 million Industrial Complex at Port of Tulsa. FORD MOTOR COMPANY — \$5.6 million float Glass Plant. ST. JOHN'S HOSPITAL — \$31 million Expansion. PUBLIC SERVICE COMPANY — \$23 million this year on a new \$102 million power station. EASTLAND MALL SHOPPING CENTER — \$21 million.

FONTANA SHOPPING CENTER — \$10 million. OKLAHOMA OSTEOPATHIC HOSPITAL — \$10 million Expansion. NEWSPAPER PRINTING CORP. — (ahem!) \$2.7 million new plant and expansion. METROPOLITAN LIFE INSURANCE COMPANY — \$3.8 million regional service center. COPPER OAKS OFFICE PARK — \$12 million. POST OAK

PARK — \$7.2 million office park. UTICA NATIONAL BANK AND TRUST COMPANY — \$5.9 million bank and garage.

HILLCREST MEDICAL CENTER — \$2.1 million expansion. A seven story multi-million addition to PHYSICIANS BUILDING. A \$7 million main place DOWNTOWN TOWER.

Williams Center NATIONAL BANK OF TULSA — \$40 million. CENTER MALL VENTURE — \$3 million professional building. STATE OFFICE COMPLEX — \$8 million. CRANE CARRIER CORP. — new multi-million manufacturing facility.

There's room for your selling plans in Tulsa's proven and powerful "B O O M". So contact its number one selling force . . .

**THE OIL CAPITAL NEWSPAPERS** morning / evening / sunday

Two Independent and separately owned Newspapers

Representatives — BRANHAM-MOLONEY



# Newspaper ad revenues up 8.9% in August; 9.9% for 8 months

Advertising revenues of daily newspapers increased by 8.9% in August over the same month last year and were up by 9.9% for the first eight months of the year, according to the Newspaper Advertising Bureau, Inc.

Through August, advertising revenues of daily newspapers were running at a \$7.5-billion annual rate.

These estimates by the Newspaper Advertising Bureau are based on measurements by Media Records, Inc. of advertising lineage in 64 cities.

Retail advertising, the largest category, increased by 5.9% in August and by 7.1%

for the eight months. It is running at a \$4.2-billion annual rate.

Classified ad revenues gained 18.0% in August and 18.7% for the eight months. These are running at a \$2.2-billion annual rate.

National advertising was ahead 1.0% for the month as compared with a 3.2% cumulative gain for the January-August period. The August gain in automotive advertising revenues, one of the major components in national, amounted to 22.3%. Through August, national ad revenues were running at a \$1.1-billion annual rate.

## Anti-trust suit is dismissed

U.S. District Judge William M. Taylor, Jr. has ordered the dismissal of a \$3 million damage suit filed by Communications Publishers, Inc., which owned the *Plano Post*, against the A. H. Belo Corporation and News-Texan, Inc. The Belo Corporation owns News-Texan, which publishes the *Richardson Daily News*.

Fred Janca, publisher of the *Plano Post* until its recent sale to the *Plano Star-Courier*, had claimed in the suit that Belo and News-Texan had violated federal anti-trust statutes. He alleged that circulation of a "Plano Edition" of the *Richardson Daily News* was a "predatory act intended to cripple the growth" of his newspaper.

**Let Jewel Help You Get The Most From Your Meat Purchases!**

MEAT IDENTITY LABELS CAN HELP YOU PLAN TASTY, ECONOMICAL MEALS

APPROXIMATELY 10¢ PER POUND MEAT SALVAGE

JUL 1974

## HERE'S DOCUMENTED PROOF

### KROGER LEADS WITH LOW PRICES IN ATLANTA

(FOR THE 33rd STRAIGHT WEEK)

YOU CAN NOT AFFORD NOT TO SHOP AT KROGER

STORE	LOWER THAN EVERY OTHER STORE IN THIS CITY	LOWER THAN EVERY OTHER STORE IN THIS CITY	LOWER THAN EVERY OTHER STORE IN THIS CITY
A	71	26	50
B	115	5	7
C	124	8	7
D	97	18	20
E	100	20	20
F	74	26	48
G	110	9	8

ACTUAL CHECK LIST AVAILABLE AT ALL ATLANTA KROGER STORES FOR YOUR INFORMATION



EACH WEEK THESE ATLANTA HOUSEHOLDS CHECK PRICES AT 50 CALLED DISCOUNT AND GROCERY STORES IN METRO ATLANTA.

**What Vons Value means to you...**

Take our value-packed Potato Salad (We make it like you would—fresh and no preservatives!)

**Best**

VONS POTATO SALAD .39

WINE & SPIRITS 3.99

DELICATESSEN .98

HEALTH & BEAUTY .77

HOUSEHOLD NEEDS 1.17

JEWEL

KROGER

VONS

## Prices dominate food ads placed by supermarkets

The trend in food store advertising at present is toward an "informational effort," one "relevant in several cases to price controls and food costs," according to Dick Neale, Newspaper Advertising Bureau vicepresident for grocery store advertising.

In a critique of some current newspaper ads placed by food stores, Neale drew upon the recent Bureau food store presentation, "New Views of A Hundred Billion Dollar Industry," as a point of departure.

While generally commending several recent ad efforts, Neale said at present there is "no sense" in merely conducting "idea selling." The retailer should instead turn to the buttressing of prices through advertising.

Ideas such as the 24-hour store have

limited appeal, depending upon store location—the "work-traffic area." The affect of the all-hours store appears in many areas to have decreased with the recent price crunch, according to studies Neale quoted.

Neale added that consumerism has also taken a back seat to the question of prices. (This is one change that can be noted in a comparison of the food presentation made earlier this year, and Neale's more recent figures.) Neale added, however, that consumer would continue to play an important role in store and shopper's considerations.

### Essential role

Neale said newspapers continue to play an essential role in the marketing and advertising undertaken by retailers. When

newspaper advertising falls below 67%, he said the retailer should "take a close look" at how his ad dollar is being used.

"TV doesn't fit marketing needs," Neale said. Newspapers, conversely, provide "instant reach and exact product movement." As an extension of this thinking, Neale said, advertisers are moving to inserts.

Inserts can display more items with an "intensive, unusual impact," Neale said. As an example, he cited a 24-page full-color insert distributed in the *New York Times* by the New Jersey-area Shop-Rite supermarkets.

Neale emphasized, as did the Bureau presentation, the effect of non-food items, particularly health and beauty aids. Neale said that in most cases, these items were "underpromoted," and urged advertisers to consider expanding advertising of these items.

Neale produced a series of newspaper ads which he feels are particularly effective. In almost every case, the ads made a

(Continued on page 26)



## Sacred cows and the price of hamburger

Both are frequent topics on any good newspaper's editorial page. There's a difference, however, when the page is The Washington Post's . . . and one difference lies in who's listening. In The Post, it's Congress, the White House and the highest court in the land, as well as the largest, best-informed, most concerned audience in Washington.

This is not to say that when The Post speaks, the powers that be rush to do its bidding. Far from it. But, as surveys have shown, and quotations in the Congressional Record attest, they do read and ponder Post

editorials to a degree unmatched by any other newspaper.

The reasons are clear: day after day these pages carry thoughtful, perceptive and deeply felt statements of important and often controversial points of view by a group (including two Pulitzer winners) unexcelled in the communications business.

This is one of the reasons why The Post is indispensable to most of the people in the nation's capital, including just about all the influential decision-makers. And why public relations people who want to reach the government doers use The Post.

**The Washington Post.** *There's no other newspaper like it. Anywhere.*

## Food ads

(Continued from page 24)

direct appeal to the shopper in terms of price and dollar savings.

He also noted that some of the more effective ads which combine these appeals tend to be better organized, generally neater. As examples, he displayed ads for the California Vons stores, located in the Los Angeles area.

### Blocked-off

The Vons ad features a blocked-off area that describes one item in terms of money savings. Nutritional claims may also appear in this area, and it gives the store an opportunity to build menus around the featured item.

Ads are no longer confined to merely one or two pages. In some cases, stores are going to three pages, and leading into the regular foods ads with an ad page listing specials. This might also appear as a single column on a facing page. The rest of the page might be taken up with editorial material related to menu and food preparation.

The use of the store's resident home economist has increased, too. Many stores adopted this idea during the meat boycott last April. With the recently-adopted universal meat label code adopted by the meat industry, stores such as Jewel's in Chicago are devoting ad space to explaining the new system to customers. At the same time, as in the example, Jewel's continue to provide consumer information on how to beat the cost of meat.

In another area, comparative prices, Neale commended ads such as ads presented in Atlanta by Kroger Discount Food stores. Kroger uses comparison shoppers to compare prices, and then lists the comparative prices in the store's weekly ads.

### WEO ads

A&P's WEO campaign, begun last year, is credited by Neale with focussing the attention of some of the larger and more prestige-conscious food chains on the idea of prices. Neale credits WEO with pressure that resulted in the 24-hour store, an idea that Neale suggests has limited appeal. This because of the difficulties with labor, and the problem of re-stocking and generally keeping the store itself neat throughout a 24-hour cycle.

One key to potentially strong sales is the development of the private store label. Shoppers are attracted to the private label, Neale asserted. But in debuting a private line, the store must choose an item that will be truly competitive, and be able to build a sufficient volume to handle consumer demand.

Neale said in summation that at present, "consumerism has a marginal effect." What is key, according to Neale, are "price and quality." Competition can be built around these twin themes, and ad-managers should "take the lead" in moving their stores into a competitive situation.



**TWO MILLION**—To help celebrate another two million classified ad year, Harland Henry, classified ad manager, *San Jose Mercury and News* presented his staff with a cake. The newspaper topped the mark on September 13, 14 days ahead of last years. Pat Cox, Tina Martin and Marsha Sherrill handled the cake cutting chores.

## 3, 5, and 7 column ads are eliminated

As a result of the newsprint shortage, Capital City Press, publishers of the *Baton Rouge Morning Advocate*, *State-Times*, and *Sunday Advocate*, have been forced to compile a list of standardized ad sizes which will be accepted for publication by the national and display advertising departments.

This does not include classified display as they make maximum utilization of space on each page.

The newspapers have eliminated all 3, 5, and 7 column ads and reshaped the 4, 6 and 8 column ads. One and two column ads must be in multiples of one inch. Exceptions are the daily amusement pages and the *TV Tabloid* which runs *Saturday Morning Advocate* and *Saturday State Times*. 1, 2 and 4 column ads in increments of 1/4 inch will be accepted on the amusement page. Any size ad can be placed for the *TV Tabloid*.

Beginning with the *Sunday Advocate* of October 21, 1973, all editions will publish only ads which conform to the stated sizes.

## New paper goes 5-days-a-week

The *Central West Virginia Guardian* in Grafton, W. Va. became a five-day-a-week newspaper effective with the edition of Monday, October 8.

The newspaper, which circulates in a six-county area, began publication on a three day a week basis June 18.

Officials of the newspaper expressed the hope of also publishing a *Saturday* edition, once the newsprint shortage is over.

## Large newspaper ads slated by RC bottlers

Royal Crown Cola Co. has reached national distribution with its new sugar free Diet Rite Cola.

The cola was introduced originally on August 13. This introduction was followed by franchised bottlers across the country on a market-by-market basis. The new drink replaced Diet Rite Cola, a product with six calories per fluid ounce.

With nation-wide availability achieved for sugar free Diet Rite Cola, Reginald A. Sinclair senior vp said national advertising for the product had begun.

The company is using the strongest daytime television network spot television commercial campaign it has ever purchased to help bottlers back up their sugar free Diet Rite Cola marketing efforts.

The national television network effort will be complemented by bottlers, working individually and in concert, regionally with their media mix of local television, radio and large-size newspaper insertions.

## Ad agency retained to increase circulation

The *Miami (Fla.) News* has selected Vladimir and Evans, Inc. of Miami as it's advertising agency. The agency will advise the News on the creation and planning of all circulation and editorial promotion.

Donald A. Nizen, marketing director of the News, said that Vladimir and Evans is one of very few agencies in the country contracted to assist a newspaper in developing overall marketing concepts and increasing readership. The agency will also bring innovative concepts into the field of distributor and carrier training, incentive merchandising, and reader contests.

# Our AP Award Scorecard

## Westchester Rockland Newspapers

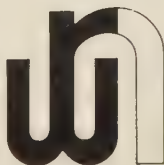
New York State Associated Press Association  
News Writing & Photography Awards

	<u>1972</u>	<u>1973</u>
<b>Firsts</b>	3	7
<b>Other Awards</b>	12	16
<b>Total</b>	15	23

Westchester Rockland Newspapers winning awards were:  
Rockland Journal-News, White Plains Reporter Dispatch,  
Yonkers Herald Statesman, Mount Vernon Daily Argus,  
New Rochelle Standard-Star, Port Chester Daily Item,  
Mamaroneck Daily Times.

**We can't promise to repeat  
this chart next year.  
But then again, we can't  
promise we won't!**

YONKERS HERALD STATESMAN  
MOUNT VERNON DAILY ARGUS  
NEW ROCHELLE STANDARD STAR  
MAMARONECK DAILY TIMES  
PORT CHESTER DAILY ITEM  
WHITE PLAINS REPORTER DISPATCH  
TARRYTOWN DAILY NEWS  
OSSINING CITIZEN REGISTER  
ROCKLAND JOURNAL NEWS  
BECONVILLE REVIEW PRESS



**westchester  
rockland  
newspapers**

**Member: The Gannett Group**

METRO-READER — the new high-performance OCR with reliable laser scanner.



Take a  
good long look...  
you'll be seeing a lot  
of these two machines  
from now on.



**METRO-SET**—the new multi-purpose CRT photo typesetter.

TIME HOME  
N HOUSE SA  
BY OV  
M POOL TEN  
LY PARK CC  
IM, A/C STC  
HWASHER,  
HER & DRYER  
PETED, ATTAC

START LIVING  
1 & 2 BDRMS-1  
cond. appls., cpts  
n daily til 5.

1810 S. KOMENSKY  
3810 586-4525 384

Brand New-Ready For You!  
SEE THESE ATTRACTIVE  
DELX. CONDOMINIUMS  
ONLY A FEW LEFT  
9721 S. HARLEM  
SAT & SUN 1 TO 4 PM.

PHILIPS & CO.  
499-1400 636-0876

NEWER 5.5 APT  
59 Polaski, cab. kl  
gar. bring dep. P  
in RE 7 2300.

VIC 68th A  
4 FLAT BRK V  
BOILER AUTO  
RENTAL REAS.

1st OFFER  
Deluxe 10 yr. old  
bdrm. gar. Low  
BATTIS 3

6-4's BRK  
5 & 6 Brk  
Mod 4 f

Comer  
BRK. 1 1/2 st  
bdrms; fin  
A/C, 1 Bk  
64-HOM  
and 3 1/2 fl  
BUD'S P  
MART

Here is the first of a new line of products from the new Information Products Division of MGD Graphic Systems. The purpose of the new division is simple and clear: build the highest quality composing equipment ever built and give the industry the products with the highest performance and reliability possible for a surprisingly affordable price.

We're off to a good start with the Metro-reader and Metro-set. The machines you buy today will fit right in with the systems designs of the future. They're backed by a

fully trained service team, the newspaper experience of MGD and the technological resources of Rockwell International.

Take a closer look—write:  
MGD Graphic Systems Division,  
2735 Curtiss Street,  
Downers Grove, Illinois. 60515  
or call: (312) 963-4600.



**MGD Graphic Systems Division**  
Rockwell International

Where science gets down to business.

## GOODMAN URGES TOP LEVEL RETAIL INVOLVEMENT

"It's generally just a lack of tender loving care," is how E. Lawrence Goodman, the Newspaper Advertising Bureau's VP for department store sales summed up the difficulties newspapers occasionally have with major retailers whose lineage starts slipping.

In a wide ranging conversation covering various aspects of his Bureau assignment, Goodman, whose formidable background in retailing includes vicepresidencies in charge of sales promotion and public relations at Korvettes Allied Stores Corp and F & R. Lazarus, noted that top department stores who account for as much as 7 million lines per year seldom see a newspaper's advertising director no less a publisher.

He believes that it's just sound business for an ad director and publisher to have lunch with such major retail accounts at least once a year. In this way they can discuss each other's problems and forestall trouble before it starts.

### Hold seminars

He recalled an occasion several years ago when the Bureau was called in to help stem a serious and accelerating downturn in lineage by a major department store in a one newspaper midwest city. Goodman set up a seminar for which the store assembled its advertising department and a number of key merchants. With a team from the Bureau and representatives from the newspaper, Goodman's presentation included the creative copy sound/slide showing of "Back To Basics" and held a working layout session. The group was asked to repeat the presentation again in the afternoon for other top management people at the store. The latter personnel were particularly interested in the Bureau's up-dated research in another Bureau presentation that was shown, "The Future of Retailing."

"The lineage picture at the store began to change and has been on the increase ever since," Goodman said. While the Bureau's sophisticated retail presentations are available in handy slide and cassette format for a nominal cost to member newspapers Goodman expressed surprise at how few newspapers take advantage of the material. "Retailers," he pointed out, "are hungry for any information that will help them improve their sales and they look to newspapers to provide new research data."

### Good location

Fortunate in his location in New York City, Goodman has access to the nine major buying offices representing virtually every store in the country which does over \$5 million in volume. In addition to buying for their clients, these organizations ranging downward from AMC which represents Federated Stores, Dayton-Hudson and 20 other major independents, have sales promotion directors who pass along vital marketing and sales data. These organizations, along with the NRMA, The

Retail Advertising Conference and the International Council of Shopping Centers are regularly shown the complete output of the Bureau's retail research and promotional efforts.

With many cities in the position of Albany, for example, where the major retail advertisers are branches of giant chains, the newspaper's advertising department has little opportunity to reach the decision makers concerned with the major portion of their retail lineage. Pointing to such Albany outlets as Macy's, Sears, Korvettes, Almart, Kaymart, Montgomery Ward and J.M.Field, Goodman said that branch managers in these stores generally have little impact on advertising decisions. The Bureau's constant contact with the home offices of stores in such cities is an important factor in maintaining and increasing retail lineage.

### tv's impact

Asked about the impact of tv on newspaper retail lineage, Goodman said that while more retailers are using tv in examining the individual store usage of the of the medium he could find "no trend of growth from year to year." With most stores he said, "The use of tv goes up and down." While chains like Sears and Penny's have definitely stepped up their use of the medium, they use it in the context of national advertising. "Knowing retailers," Goodman said with a grin, "if they find something that really works, they go whole hog."

As an example, he pointed to the tremendous growth of retailers' use of preprinted inserts. "Direct mail," he said, "has always been regarded as the number two medium by retailers. With the increase in postage rates the preprinted insert in newspapers has proven a bonanza for the stores and has proven a welcome addition to newspaper revenue. For a while, many newspapers feared the inserts would detract from regular lineage at standard rates. What they didn't understand is that major store budgets are set up by categories. The newspaper advertising budget and the direct mail budget are two separate entities. The inserts come out of the direct mail budget and thus represent a plus to the newspaper."

We had an opportunity to review two of the recent major Audio/Visual presentations prepared by the Bureau's Retail Division: "Back to Basics" and "The Future of Retailing." The former provides a refresher course in copy and layout with a 20 point checklist that alone is worth the price of admission. In addition it points up current trends in newspaper retail advertising that would sharpen up a newspaper's own staff of display salesmen and artists. It makes an excellent point of contact with a store's advertising people while helping reinforce the image of the newspaper as a retail advertising vehicle.

"The Future of Retailing" provides a basis for a meaningful newspaper man-

agement meeting with retail top management. It reveals the dynamic changes that lie ahead in retailing based on the thinking of leading practitioners in the business. In this 20 minute presentation a newspaper can offer/store people a provocative glimpse into their own future.

Both presentations are available to member newspapers for \$45 and come with plastic mounted slides for use with a Carousel projector and a tape player. Leave — behind brochures are also included.

*This is the first in a series of close-ups of the work of the Retail Division of the Newspaper Advertising Bureau. Forthcoming features will deal with co-op, chain store discount store and food advertising. Included will be tips on how newspapers can benefit by integrating their efforts with the Bureau's.*

## Jax Beer picks new ad agency

Jackson Brewing Company, New Orleans, brewers of Jax and Fabacher Bräu beers announced the appointment of de Garmo, Inc., New York City, as its agency of record, effective October 15, 1974. James K. Forget, executive vicepresident, marketing, said that 76 agencies which had expressed interest in Jackson's account completed and returned a questionnaire prepared by the company. Forget noted that all the 76 agencies returning the questionnaire had agreed to take the account on a creative services fee basis, and that they had indicated their willingness to work with Jackson's media buying service, S. Jay Reiner Company, Inc., Carlo Place, Long Island.

## Cowles sells stations

Cowles Communications, Inc. disclosed that it had reached an agreement in principle with Stauffer Publications, Inc. for the sale of radio stations KRNT-AM and KRNT-FM to that company. Cowles Communications, which also owns KRNT-TV in Des Moines, is selling its radio properties in Des Moines in recognition of the Federal Communications Commission's objective that the same company not operate AM, FM and TV stations in the same market area, according to M. C. Whatmore, president of the company. Stauffer Publications owns radio, television and newspaper properties located principally in the midwest and southwest.

## Agnew edition

*Newsday*, the Long Island newspaper, published 100,000 copies of a special 16-page edition on the resignation of Vice President Agnew and distributed it free to non-subscribers as a public service on October 11.

The edition, which carried no advertising, was delivered by the paper's 8,500 carriers.

All of the news stories, features and photos in the separate Agnew special edition also appeared in the regular editions of *Newsday*.

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DAVID LEWIS, assistant to the publisher—named classified advertising manager of *Jackson (Tenn.) Sun*, succeeding DAVID BARTON—appointed display advertising manager.

\* \* \*

ROBERT A. LAWRENCE, a partner in the State Street Research Management Co., Boston—elected to board of directors of the *Globe Newspaper Co.*, a subsidiary of Affiliated Publications Inc. which publishes the *Boston Globe*.

\* \* \*

MRS. ELIZABETH S. ELLIS, publisher of the *Vernon (Conn.) Journal Inquirer*—to the board of directors, Forbes & Wallace Inc., Springfield, Mass. headquartered retail store chain.

\* \* \*

ROBERT BELL, moved from ad director of the *San Diego Sentinel* to publisher of the *Valley Grove News* in eastern San Diego County. LARRY BEASLEY—moved from ad director of the *Greenville (Tex.) Herald Banner* to ad director for the *Sentinel Publications*, owned by Harte-Hanks Newspapers Inc.

\* \* \*

ROBERT HIGHTON—appointed acting chairman of the Wayne State University department of journalism, assuming the duties of W. SPRAGUE HOLDEN, who died in August, 1973.

\* \* \*

NICK DISALVO, who has been with the *Tribune Co.*, Tampa, Fla., for 18 years—promoted to advertising production manager.

\* \* \*

C. E. PHILLIPS, editor and publisher of *Santa Paula (Calif.) Daily Chronicle*—married to Marian Elizabeth Mills.

\* \* \*

JOHN L. JASPER, chief accountant, has been named assistant controller of the of the *St. Paul (Minn.) Dispatch and Pioneer Press*, while JAMES DALTON, former advertising plans manager, has the newly-created post of research manager.

# news-people



**CORNERSTONE**—Charles H. Morris, president of Morris Newspaper Corp., lays cornerstone at Sturges House when it was dedicated as headquarters for Morris Newspaper Corp. September 20. In back of Morris is Peter Manigault, publisher of the *Charleston News and Courier* and also vice chairman of the National Trust for Historic Places. The Sturges House is one of Savannah's ten oldest buildings. The 160-year-old building was restored by the newspaper group.

FRANK G. REAL, former political writer, *Springfield (Mass.) Daily News*—named managing editor, *Westfield (Mass.) Evening News*.

\* \* \*

JOYCE ANN TRACY, Ellsworth, Maine—appointed curator of newspapers by the American Antiquarian Society. The curatorship has been made possible by funds raised through the efforts of the society's Newspaper Steering Committee, composed of 18 publishers, and headed by RICHARD C. STEELE, president and publisher of the *Worcester (Mass.) Telegram and Gazette*. The library is located in Worcester.

JEAN GROVE DONOVAN, previously editor of *Tribune Publications* in Fort Lauderdale, and PHIL DRABICK, formerly *Trends* writer-editor for *Pompano Beach Sun-Sentinel*—promoted to creative director and publicity director, respectively, of Florida Media Advertising Agency Inc., Deerfield Beach.

WILLIAM S. STORY—named executive vicepresident of the Public Relations Society of America.

CHARLES GRAMLICH—named regional manager-west coast for the Graphic Arts Technical Foundation, Pittsburgh, Pa.

GEORGE MORGAN has been named production manager in charge of the overall operation of the composing room, press room and engraving plant at the *Battle Creek (Mich.) Enquirer*. ROBERT OWEN—named composing room foreman, and TOM BUCHOLTZ—named press room foreman.

JAMES R. DOLAN, previously circulation operations manager—promoted to circulation manager of the *New York Times*.

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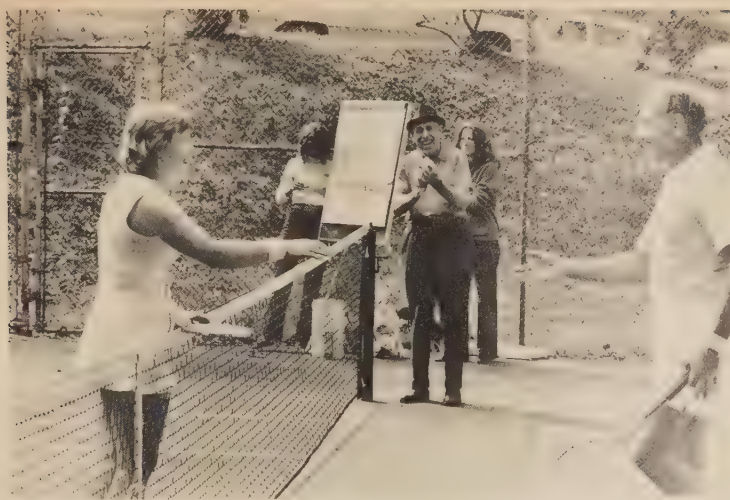
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# in the news



**RIGGS-KING, STAR-NEWS STYLE:** The morning after rehash of the Billie Jean King-Bobby Riggs Tennis match in the Washington Star-News newsroom turned into a challenge and ultimately this male-female confrontation. Rebecca Leet, left, Star-News staff writer, was pitted against David Kraslow, assistant managing editor. In the center is retired religion editor Casper Nannes who served as umpire. The final score: Leet over Kraslow, 6-3, 6-3. Bets were taken throughout the Star-News, bringing in more than \$1,400. One hundred dollars went to the winning bettor. The rest went to the family of James Welsh, 44, a Star-News editorial writer who died last month.

**GENE R. AREHART**, who rejoined the *Detroit News* this summer as assistant manager — named production manager, succeeding **WILLIAM M. MEYER**, who has joined the *San Francisco Chronicle*.

**J. DOUGLAS BATES**—from copy editor to news editor of the *Eugene (Ore.) Register-Guard*, succeeding **BARRIE HARTMAN**, who recently became managing editor.

**KATHIE NORMAN**—named women's page of the *Wewoka (Okla.) Daily Times*. **RICHARD L. NORMAN** was named advertising salesman.

**J. EARLE BOWDEN**, editor and associate publisher, *PENSACOLA (Fla.) News-Journal*—appointed to the Judicial Nominating Commission of the Florida First District Court of Appeals.

**JOHN TARTER**—mechanical superintendent since 1968 has moved up to production manager of the *Fresno (Calif.) Bee*.

**NORMAN L. WOLFE**, former executive editor of the *Orlando (Fla.) Sentinel* and the *Evening Star* (now published jointly as the *Sentinel Star*) and a member of Ball/Cohn/Weyman Public Relations, Atlanta—joined Florida Publishing Co. as assistant to the president, **ROBERT R. FEAGIN**. Primary duties will include editorial coordination of the company's 6 newspapers and assist in the studies of other possible acquisitions.

**JOHN R. BOTZUM**, veteran Washington writer and editor—named vicepresident of Scripps-Clemans Inc., a communications development firm.

**EDITOR & PUBLISHER** for October 20, 1973

**CAL TREMBLAY** has been named president of Van/De Division of Harte-Hanks Newspapers Inc., which publishes the *Pennysaver* in Huntington Beach, Calif., the largest direct mail shopper in the world with 600,000 weekly circulation. Mrs. Tremblay, who succeeds **BOB DIMARCO**, who has resigned, will continue as corporate director, classified advertising sales for Harte-Hanks.

**JOHN W. RYNERSON**, formerly assistant publisher and general manager of *Winter Haven (Fla.) News-Chief*—named publisher, succeeding his father who held the post for 25 years.

**BILL SPEAKE**, long-time sports and associate editor of the *Athens (Tex.) Review*—promoted to managing editor, succeeding **H. M. KEMPS**, who has retired after 32 years with the paper and 38 in newspaper work.

**JOHN R. PECK**, a divisional sales supervisor in classified advertising since 1971 for the *Minneapolis Star and Tribune*—promoted to classified sales manager.

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**JOHN T. ANDREWS**, a member of the *Syracuse (N.Y.) Post-Standard* sports staff since 1937—named sports editor to succeed **WILLIAM V. REDDY**, who died October 4. Reddy was sports editor for 37 years.

**TED PRINCOTTO**, a reporter, city editor and managing editor for the *Cleveland Plain Dealer* from 1948 to 1971—joined the news department staff of the Chamber of Commerce of the United States in Washington, D.C.

**VICTOR B. SANFORD**, former reporter for the *Mainland Journal* of Pleasantville, N.J.—appointed editor of the *South Jersey Advisor* newspapers.

**DAVID WILLIAMS**, city government reporter — named city editor of the *Utica (N.Y.) Daily Press*. **MICHAEL POTTS**, reporter, — promoted to assistant city editor. **DOUGLAS SEXTON**, assistant city editor of the *Press*, moves to the *Observer-Dispatch* as assistant city editor.

**ROBERT W. WHITE**—promoted to assistant to the publisher of the *Mount Vernon (Ohio) News*. He will retain his duties as production coordinator.

**JERRY R. EATON**—named publisher of the *Manassas (Va.) Journal-Messenger*, and **JAMES S. DEROY JR.**—named business manager of the *Warner Robins (Ga.) Sun*, both Park Newspapers. Eaton, who had been publisher and business manager of the *Prescott (Ariz.) Courier*, succeeds **GARRY WILLARD**, who retired. DeRoy has been a financial analyst with Southern Natural Gas Co., Birmingham, Ala.

**GEORGE J. BUTLER**—retired September 27 after 44 years a *Buffalo (N.Y.) Evening News* photographer.

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# Watergate

(Continued from page 5)

revealed that Florida investigators had established that there had been a prior break-in at Watergate by the same group.

In October, the Los Angeles Times published an exclusive interview with Baldwin, who gave the first detailed public account of the spying operation (Baldwin had already testified before the grand jury on the same subject).

While the press, and especially the Washington Post, performed a valuable service in disclosing elements of the Watergate conspiracy before the trial and election, it can be called "investigative reporting" only in a very limited sense.

For example, in advancing the myth of the investigative reporting, New York magazine gave an account which had a Washington Post reporter, Carl Bernstein, poring over investigative files in Miami, then finding a clue—the Dahlberg check—that the prosecutors had overlooked, and doggedly tracking it down until he discovered that Dahlberg was a Republican campaign chairman. The Florida prosecutor, Martin Dardis, though highly respectful of Bernstein's "superb reporting," gave a somewhat different version, holding that his office had traced the check and identified Dahlberg (who had a winter home in Florida) weeks before Bernstein had come into his office, and that he personally had apprised Bernstein of the import of the check when he gave him a Xerox copy.

The one notable exception, in which the press rather than government investigators uncovered evidence, involved the case of Donald H. Segretti and the attempts to sabotage and confuse Democratic primaries. Although the FBI learned of the role of Segretti as an agent provocateur early in its investigation, the prosecutors decided not to continue to investigate this matter because it was not directly connected to Watergate. (The money came from a different source and these activities took place earlier than the break-in.)

## Sabotage Described

The Washington Post, however, relentlessly pursued the few FBI leaks it had and found a series of acquaintances of Segretti's who described the sabotage attempts in considerable detail. Time and the New York Times then added considerable detail to the story.

In most other instances, the press failed to go beyond the prosecutor's case. The coverup, which involved cash payments to the defendants, offers of executive clemency and suborning perjury, was hardly touched on by the press until one of the convicted burglars, James W. McCord Jr., dramatically told his story. Again, this revelation was not induced by intrepid reporters but by a federal judge, John J. Sirica, who threatened McCord with a heavy sentence but delayed it until he cooperated with the Senate select committee and the grand jury.

McCord was able to give only hearsay

evidence, however. The full story of the coverup did not emerge until White House Counsel John W. Dean III told the federal prosecutors of his prior knowledge of the planning that led to Watergate, his coaching Magruder in perjury, and his efforts to coordinate the coverup. Dean apparently decided to tell all to the prosecutors because of his fear of being made the "scapegoat" for his role in Watergate—this was occasioned by the internal machination of the White House palace guard, the blackmail demands of E. Howard Hunt Jr. and pressure from congressional investigators.

The White House "horror stories"—including the burglary of Daniel Ellsberg's psychiatrist's office, the "enemy" lists, the 1970 intelligence plans, etc.—were revealed by Dean in his quest for immunity, and only then leaked to the press. Although as early as August, 1972, Time disclosed that Hunt and Liddy had been part of the secret White House investigative group known as the "plumbers," the press in general failed to pursue that crucial aspect of Watergate until after Dean's revelations.

In sum, it was the investigative agencies of government and individuals working in the government, not the press, that broke the case. To be sure, elements of the press, and in particular the Washington Post and Time magazine, did an extraordinary job in bringing these facts to the public's attention; yet, even here, the press cannot be assigned exclusive credit.

Other institutions played a not insignificant part in turning Watergate into a national issue:

—Sen. George S. McGovern and his running mate, R. Sargent Shriver, harped on Watergate throughout the campaign (their accusations, however, involved no new factual disclosures).

—The Democratic Party filed a civil suit, as did Common Cause, which resulted in continuing stories on Watergate.

—The Senate confirmation hearings of L. Patrick Gray III as FBI director drew attention to the role of the White House staff—and John Dean—in Watergate.

—And, the Senate select committee gave Watergate hundreds of hours of exposure on television.

Because of the focusing largely on the role of the press, as both the press itself and politicians have tended to do, the role of government institutions has been seriously neglected. Why did government agencies, such as the FBI and CIA, nominally under the control of the White House, resist White House attempts at covering up or "keeping the lid" on Watergate?

Why was there a virtual revolt—and unprecedented leaks—in the FBI and Department of Justice? Why did a Republican judge levy extraordinarily heavy sentences in order to elicit further disclosures, and why did Republican senators persist in condemning the putative White House involvement?

The institutional revolt against the White House, which will doubtless be of concern to future political scientists and historians, was almost totally ignored by the press.

On the question of accuracy, the press acquitted itself remarkably well. In the 15 months since the Watergate break-in, literally hundreds of charges and assertions were made in the press, and all but a handful have been substantiated in the hearings of the Senate select committee. This high degree of accuracy is particularly impressive because many of the allegations were made in the heat of a bitterly contested presidential election and persistent denials by the Nixon administration.

## White House Rebuttal

Indeed, nearly all the major stories by the Washington Post were rebutted by White House spokesmen as being false, misleading or biased.

The most prominently attacked story in the Post was one published less than two weeks before the election (Oct. 25) that carried the headline "Testimony Ties Top Nixon Aide to Secret Fund." The story asserted that Hugh Sloan had testified before the grand jury that H. R. Haldeman, President Nixon's chief of staff then, was one of the individuals authorized to disburse payments from a secret cash fund used for political intelligence.

Sloan immediately denied that he had testified that Haldeman was connected with the fund, and White House spokesmen mercilessly denounced the Post and the press in general for false and politically biased reporting. (Other newspapers, such as the New York Times, reported the denial more prominently than the original story.) Only a half-year later did it become clear that whereas the Post had made an error in attributing the story to Sloan's testimony, the substance of the charge itself was basically true: Haldeman did control a cash fund that was eventually used to finance the coverup.

The only repeated charge that the Post made that was never substantiated was that Alfred Baldwin had identified three officials of the CRP, Robert C. Olde Jr., J. Glenn Sedam Jr. and William E. Timmons, as persons to whom he had delivered transcripts of the Watergate wiretaps.

The allegation was first made on Oct. 6—the day after the Los Angeles Times published an exclusive interview with Baldwin in which he steadfastly insisted that he could not identify the persons to whom the memorandums were addressed—and was repeated several times thereafter by the Post. Subsequently, Baldwin testified both at the trial of the "Watergate Seven" and before the Senate select committee that he definitely could not identify the person (or persons) to whom the transcripts had been delivered. If he had indeed identified Olde, Timmons and Sedam as the recipients before the grand jury, as the Post asserted, he would have openly perjured himself in later testimony and would have faced indictment.

## Erroneous Statement

While the Post may have been informed by one of its sources in the prosecutor's office that Baldwin probably had delivered the transcripts to one of these three officers of the CRP, it was erroneous to

(Continued on page 36)

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## Citizens for Control of Federal Spending

# Watergate

(Continued from page 34)

state as a fact that Baldwin had implicated all three in his testimony.

Another serious charge that has not been substantiated was the charge by Time and the Washington Post (April 30, 1972) that federal prosecutors were told in April that a former special counsel to President Nixon, Charles W. Colson, knew of the "Watergate bugging plans" in advance and urged that they be expedited.

Time, in breaking the story, reported that Jeb Stuart Magruder had said that Colson made a telephone call to him in February, 1972, asking, "When the hell are we going to get this bugging plan approved and into operation?" Under the headline "Aides Say Colson Approved Bugging," the Post further asserted that both Magruder and Frederick C. LaRue, who was then a high CRP official, confirmed the story.

## Senate Testimony

In their testimony before the Senate select committee, neither Magruder nor LaRue held that Colson had had advance knowledge of the Watergate bugging—or that he had specifically referred to it in his February telephone call. Magruder testified that Colson had urged them, in the February telephone call, to give a further hearing to Hunt's plans for political intelligence, but not that he used the expression "bugging plan." Colson says that he had no specific knowledge about the plans, and therefore did not know they called for illegal wiretaps and break-ins.

Whether Colson had advance knowledge is a question that has not by any means been conclusively settled, but apparently Time and the Washington Post stretched to some extent the statements made by Magruder and LaRue to the federal prosecutors.

In all of the above cases, there is no reason to presume that the error—or unsubstantiated charge—reflected either deficient reporting or bad faith on the part of the newspapers involved. Both Time and the Washington Post were reporting leaks from sources that had apparently been extremely accurate in the past—and in these few cases the sources simply erred or exaggerated.

## Errors in Context

Those few errors must also be put into context: The Washington Post and Time were by far the most aggressive vanguard of the press in reporting Watergate, and the vast preponderance of what they reported—and 99% of the factual statements—have proven accurate.

The only questionable exercise of journalism I found in reviewing 14 months of coverage was the advance reports in Newsweek predicting what White House Counsel John W. Dean III would testify to in his appearance before the Senate select committee. It was a clear attempt by a newsweekly to "scoop" the daily press. For example, Newsweek reported as a fact

that Dean would testify that White House officials considered murdering Panama's head of government, Omar Torrijos, because of his uncooperative attitude.

Newsweek provided graphic details about Dean's "story" of the planned assassination: "The contract, he (Dean) said, went to E. Howard Hunt, later a ringleader in the Watergate break-in; Hunt, according to Dean, had his team in Mexico before the mission was aborted."

## Wide Circulation

Although the Newsweek story was circulated in a press release, and picked up and repeated by hundreds of newspapers, the sensational story turned out to be untrue—or at least not substantiated by Dean's testimony.

In his appearance before the Senate committee the next week, Dean did not mention anything about an assassination plan. He specifically testified that the Newsweek interview had occurred in the presence of his attorney and, as a ground rule of the interview, he had refused to discuss any of the substance of his impending testimony.

It thus appears, if Dean and his lawyer are to be believed on this point, that Newsweek fabricated large parts of an interview—or made it appear that various rumors and stories floating around Washington had been stated in an interview by Dean.

In any case, such journalistic practices showed up only very rarely in the Watergate coverage, and the general impression is one of extreme accuracy in reporting a complex and politically explosive event.

## Publishing 'Hearsay'

Finally, the question of fairness cannot be assessed without first positioning certain standards. In accusing the press of being "unfair," White House spokesmen pointed to the fact that the press was publishing "hearsay" and "innuendo."

In other words, the White House applied the standards of the court to the press. But since the courts and press have manifestly different functions, it seems both inappropriate and unproductive to apply judicial standards to daily journalism.

For example, while most of the stories in the press were based on "hearsay"—or accounts from persons other than actual witnesses to the described events—reporters do not have the power of compulsion (which courts and prosecutors inherently have) to extract direct statements, especially incriminating ones, from witnesses themselves.

## Journalism Standards

Thus in the case of Watergate, in which almost all the witnesses to the illegal activities were either hostile to the press or intimidated by others in power, the newspapers could not have reported most developments in the case without relying on indirect, or "hearsay," evidence. As far as journalism is concerned, the crucial question is not whether a charge would be admissible in court, but whether it originates from a reliable source, and is therefore accurately reported and labeled.

On this criterion, as has been demonstrated, all but a few of the charges have proven valid, and the press can hardly be deemed "unfair" for reporting them. The accusation of "innuendo" which has been leveled against the press also has little relevance to journalism. While in a court there are very strict rules of evidence which specify what may or may not be suggested in the presence of a jury, journalists have no equivalent restraints. Whenever a fact is selected and presented it will carry some suggestions or "innuendo."

The question of fairness rests again not on whether "innuendo" or tacit suggestion was used—it is unavoidable—but on whether what is being suggested corresponds to reality.

On this criterion, Newsweek's story suggesting that the White House considered assassinating its opponents abroad would be clearly unfair because it had no contact with reality; while the press stories tacitly suggesting that there was more to Watergate than was being admitted by the White House—and especially those reports in the Washington Post—would have to be considered fair ones (because the suggestion turned out to be perfectly valid).

## No Ordinary Crime

There has also been some criticism, most notably by the editor of the Times of London, for prejudging a case before a trial. But again this is applying a quasi-judicial standard to the press. Watergate was no ordinary crime.

The question the press addressed itself to was not a legal one—who is guilty?—but a political one: to what degree was the Nixon Administration responsible for attempts to subvert the election? If the press is to serve as a watchdog and expose malfeasance in government, it could hardly be expected to suppress the reports of political abuses that surfaced in the Watergate investigation—or be judged "unfair" for not delaying these reports. In short, judicial standards, though convenient, cannot be simply transposed to journalism.

The more appropriate question is whether the press was "fair" in presenting both sides of the story, and gave as prominent space to rebuttals and denials as to charges and allegations. (This is the standard of fairness applied to television by the Federal Communications Commission.) According to this criterion, the press seemed to be generally fair.

## Even the Post

Even the Washington Post, which was most viciously and unfairly attacked by White House and CRP spokesmen, almost always printed the rebuttals and denials—and often these were given almost as prominent placement as the original charges.

The New York Times, the Los Angeles Times and the Washington Star-News often gave more prominence to the Administration's rebuttal than to the original charge.

The charge of McCarthyism, which has

(Continued on page 38)

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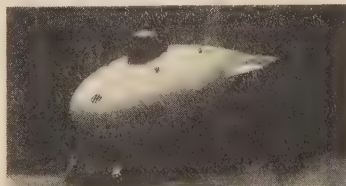


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# Watergate

(Continued from page 36)

been leveled against the press (ironically by some former supporters of Sen. Joseph R. McCarthy's witch-hunt for subversives in government), is far more difficult to evaluate.

McCarthyism, as it applies to the press, involves publishing sensational charges without making a diligent effort to determine the veracity of the source of the charge. (Numerous reputations in the early 1950s were sullied because newspapers repeated McCarthy's reckless charges without checking them out.)

## Aware of Danger

The press was quite aware of this danger in the Watergate case. Benjamin Bradlee, editor of the Washington Post, said he required that all allegations about Watergate be checked out by at least two independent sources before they could be published.

Yet, two sources corroborating a charge might only mean that a rumor was widely circulated. And the fact that extremely damaging charges published in the Post about five different individuals (Odle, Timmons, Sedam, Colson and Haldeman) later proved to be unsubstantiated by the main source indicates that this "double checking" system does not prevent unverified charges from being made. Other newspapers avoided this pitfall by refraining from publishing allegations that could not be thoroughly checked out—and therefore made fewer disclosures about Watergate.

That presents a real dilemma: Almost all journalistic honors are awarded for making exclusive disclosures, not for resisting publishing unproven allegations. It was thus the Washington Post, not the New York Times, that won the Pulitzer Prize for Watergate. And in the two preceding years Pulitzer Prizes went to the New York Times and to columnist Jack Anderson for publishing what were essentially stolen government documents.

## Necessary risk

Do journalists make disclosures even though the secret nature of the material makes it impossible to evaluate allegations in them? If the charges prove groundless the credibility of the newspaper will be diminished in the eyes of its readers and an innocent reputation may be tainted.

If, on the other hand, the story is not published, the guilty might escape public scrutiny.

In the case of Watergate, the coverup might have been more effective if it had not been for the Washington Post's willingness to take some risks on stories, and perhaps it is impossible to draw in advance the line between such risk taking and McCarthyism except by looking at the final disposition of the charges. Almost all of McCarthy's charges proved groundless, while most of the allegations about Watergate, proved to be valid.

In sum, on almost any reasonable criteria, the press showed a consistent—and unexpected—degree of fairness.

# Baker, King and Cosell headline APME meeting

Discussion topics at the November 16-20, convention of the Associated Press Managing Editors will range from the shortage of newsprint to the forthcoming visit of the Kohoutek Comet to our skies.

In between, some 600 editors, spouses and guests attending the convention at the Contemporary Resort Hotel in Disney World, near Orlando, Fla., will hear a roster of speakers that includes Senator Howard Baker, Howard Cosell and Billie Jean King, among others.

John C. Quinn, APME President and vicepresident news of Gannett Newspapers, Inc. will preside at the meeting.

Senator Baker, vicechairman of the Senate Watergate committee, will speak to the annual APME luncheon, Monday, November 19. Baker's appearance will be one of the highspots of "Watergate Day," in which discussions will center on some of the journalistic lessons learned and journalistic issues raised by this all-pervading news story.

Discussion also will cover issues such as the use of unidentified sources in news stories and the relationship of the press and the courts.

A segment of the Monday program will be in charge of the APME Freedom of Information Committee which will inform

on the increasing number of subpoenas being issued for reporters and editors. Case histories will be recounted in detail.

Richard D. Smyser of the *Oak Ridge* (Tenn.) *Oak Ridge*, APME vicepresident, is in charge of the convention business program. Stan Roberts of the *Orlando Sentinel-Star* is chairman of the host committee.

Billie Jean King, leading woman professional tennis player and broadcaster Howard Cosell will appear on a Saturday afternoon panel, which will include Ed Heins of the *Des Moines Register* and *Tribune*, chairman of the APME Sports Committee and Wick Temple, general sports editor of the Associated Press.

Smyser has scheduled Dr. Fred Hess, a lecturer at the Hayden Planetarium in New York, to speak on the Kohoutek Comet which will become visible in mid-November just as APME gathers.

Smyser said "Sophisticated Shop Talk" is the theme of the convention and the conventioners will get down to realities at the opening business session Saturday morning, November 17, with a discussion of newspaper economics, including up-to-date information on the newsprint shortage.

# Reporter held in contempt for grand jury probe

U.S. District Judge David Hermansdorfer found Jay Gourley, a state house reporter for the *Kentucky Post* and *Times Star*, in contempt of court last week for probing secret grand jury proceedings.

Gourley was given a \$500 suspended fine and paid court costs of \$35.

Judge Hermansdorfer told the 25 year-old reporter that his conduct was "reprehensible" but "considering your apparent age, the court is disposed to consider this a warning proceeding." He warned Gourley, however, that any future violations of grand jury integrity would "not be excused because of your ignorance or your youth."

U.S. marshals had confiscated film from Gourley's camera and taken his tape recorder September 27 after he allegedly took photographs of and gained information from federal grand jurors.

Hermansdorfer said he had cited Gourley for contempt because he "called members of the grand jury in session, impugning them to disclose things and thus exposing them to contempt of court by violating their oath of secrecy," and also by taking their pictures.

Hermansdorfer said that although there was no written rule against tape recorders in courtrooms, such a rule would now

be posted in courtrooms throughout the Eastern District of Kentucky. Hermansdorfer ordered Gourley's tape of the grand jury erased to "protect the integrity of court proceedings."

## Doing his job

Three members of the grand jury had testified that Gourley had asked them questions about grand jury proceedings. Gourley testified that he was not trying to influence those proceedings, but that he understood the jury was investigating "serious corruption charges against some of the most important figures in the state" and that it was his job as a reporter to bring it before the public.

Gourley said he had first discussed the propriety of asking jurors questions with U.S. District Attorney Eugene Siler. He said Siler told him "it would not be a crime to ask grand jurors about proceedings, but that it would be a crime for them to answer."

Gourley said he asked jurors permission to photograph them and that he understood through a federal agent that he had permission of the district attorney's office.

Gourley's attorney, James Ware, said an appeal was being "considered."

Vance Trimble, editor of the Post, said the paper was "100 percent behind" Gourley. "I'm unable to discover any law violation in this case. The federal prosecutor said there was no law violation."

Trimble said he believed Hermansdorfer was "excited" and "failed to understand the public benefits of aggressive reporting that Watergate has clearly demonstrated."



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**AKI**

# Serious paper shortage in the United Kingdom

By Paul E. Mixson

"We are desperately worried (about the newsprint shortage) and have been making plans for possible cuts. Unless something happens it is going to be a difficult and expensive winter."

Gordon Brunton, managing director of Britain's Thompson Publishing organization isn't prone to panic and his comment only goes to highlight the growing seriousness of Europe's newsprint shortage. At present consumption rates, Britain will have a one to two week newsprint shortfall by the end of the year.

The *Daily Express* of London is reducing the number of pages it carries throughout October, and other papers are eliminating and cutting the size of supplements. The British Newspapers Publishers Association and the Newspaper Society are urging a cut in pages to "... avoid a situation at the end of the year when they may be forced to cease publication."

## The situation

The Canadian pulp shortfall has caused a 30 percent drop in projected newsprint supplies at Beaverbrook Newspapers, while other users have been able to increase Swedish imports sufficiently to make up the difference.

Overall, the Western European demand for pulp in the printing and writing paper market is expected to increase from 8.9 million tons to 13.3 million tons by 1977. In Britain alone, the market is expected to climb nearly 16 per cent this year, a phenomenal jump from the normal four percent growth rate.

The British shortage has produced some strange situations. Two of the Thompson chain papers, the *Evening Post* (Luton) and the *Evening Echo* (Watford) apologized to readers for the different quality of paper stock used in each issue and said they expected multi-colored paper to begin appearing.

Commenting on their "flap gap," they added, "Our newsprint buyers have to take anything they can. So we end up with a sheet which is one column wider than our page size—hence the "flap." Rather than waste it we put it to good use."

The good use? One column width advertisements at a special price.

## Import market eyed

In addition, the six U.K. pulp mills are geared to domestic supplies, i.e. U.K. forest production and are now operating at capacity. Thus, paper manufacturers are importing vast quantities of pulp board from overseas sources. And, with the two newsprint manufacturers claiming that newsprint is uneconomic and cutting pro-

duction, British newsprint buyers are being forced more and more into the imported newsprint market.

Foreign importation prices can become outrageous at the drop of a strike anywhere along the distribution chain or at an increase in newsprint consumption. The Canadian rail strike which led to much of the current shortage is a case in point.

## Mill closings

Government actions affect supply and even this force has had an effect on the British newsprint shortage. The Canadian government's elimination of the subsidy paid to pulp manufacturers for shipments to England, resulted in a redirection of supplies to the U.S. and the domestic Canadian market. This, despite the fact that several Canadian plants are owned by British paper companies.

One of the two British newsprint manufacturers, Bowaters, has also announced that it will soon close its Scottish, Irish and Southwest England delivery points and will supply newsprint only to large customers located close to its plants.

The firms also recommended that Scandinavian sources supply Scotland and Canadian firms supply Southwest England and Ireland, claiming that it is more economic for foreign firms to do it than it is for them to transport small orders around Britain. It added that it lost more than \$2.4 million on newsprint operations last year.

## Price increases sought

Several firms and publishing groups have attempted to raise prices to cover the added paper costs. Bowaters was granted a \$10 a ton increase in newsprint prices to compete with foreign sources, yet plans to use the extra cash so raised for expansion into other more profitable lines (not newsprint). It cites its prices of £90 to £100 a ton as unrealistic when Eastern European newsprint is being sold on the blackmarket for £160 a ton. This may be the first time a firm has publicly cited the black market as a reason for capital equipment expenditures.

To pay for newsprint price rises, the Times Newspapers applied to the British Price Commission for a five per cent increase in cover prices and were refused. Reason—they failed to submit a statement of profits and losses by August 11, the British Phase Two legislation deadline.

The Times is the first company so identified as not meeting this deadline, although substantial numbers are believed to have missed it.

Beaverbrook Newspapers, another giant chain, withdrew its application for an average 8.9 per cent rise, although it's expected to re-submit.

The British government is also looking for solutions and is studying some form of direct intervention. The EEC Commission has proposed a 10 percent increase in the amount of duty free newsprint that the six Continental countries can import. The U.K. isn't affected by this since it hasn't made any effort to join the EEC's common tariff system.

## Competition heightens

The already existing competition between newspapers and freesheets is being exacerbated by the paper shortage problem. Many freesheets are no cover charge suburban newspapers, broadsides and other publications which the standard newspaper publishers claim are more interested in scooping revenue rather than news. Many papers put out their own freesheets to protect their major revenue earner from incursions into their advertising market area.

"It's a tough deal for the small paper," quoted the U.K. *Press Gazette* on the shortage. "There are only two paper companies—Reeds and Bowaters—so everybody's got to scramble around for foreign newsprint and you have to use a more expensive grade. And pay much higher prices."

One small newspaper publisher has gone so far that he now contracts the eight page sections of his paper to jobbing shops with a paper stock. These are hand insetted with the rotary run. He thus conserves his own paper stock and buys out the plant capacity and paper supply which might otherwise be available to a competitive free sheet.

## Ad revenue fears

Other newspaper publishers are preparing to close their freesheets which are merely existing to protect their newspaper revenue. The reasoning is: "The paid title is the foundation of our business," a Guardian Group spokesman said, "If paging shrinks to an uneconomic level, because all costs other than newsprint stay high, it will be no consolation to see the advertising we cannot take being syphoned-off even into a freesheet of our own."

That rather typical British quote means that the unit cost for a newspaper issue will remain high even if they cut out several pages in order to save newsprint. Further, eliminating pages that could carry advertising will lower the ad income. Channeling those ads into a freesheet still uses newsprint and, depending upon accounting practice, may not keep the main newspaper profitable.

The freesheets are standing on the sidelines waiting for any advertising to fall out and they may put up quite a battle over it. Add in the first commercial radio invasion of England in several years (with 60 stations due to start-up in the next five years) and you can see that newspaper advertising will no longer be as placid an affair in Britain as it has been.

Add in a little labor trouble and you can see the sweat forming on a typical publisher's face. One major outbreak in the *Sun* of London resulted in the loss of

(Continued on page 42)



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# Florida court won't rehear reply law case

The Florida Supreme Court October 11 refused to reconsider an earlier decision that newspapers criticizing a political candidate must provide equal space for a reply.

The 6-1 opinion denied a request by the Miami Herald Publishing Company for a rehearing of a July 18 decision upholding a 1913 state law (E&P July 28). The *Herald* said the case would be appealed to the U.S. Supreme Court.

The decision resulted from a suit by Pat Tornillo Jr., an unsuccessful candidate for legislature last fall. He had sued the *Herald* for refusing to print verbatim his replies to two critical editorials.

By the same 6-1 count as the initial ruling, the court in effect repeated the July decision:

"At this stage of the instant controversy, we are confronted not with the wisdom of the Legislature in enacting the challenged statutory provision: our task is to preserve the prerogative of the legislative body unless it clearly contravenes the basic Federal and state charters adopted by our citizenry," the court said.

The justices flatly rejected the *Herald's* contention that since the statute included a criminal penalty—up to a year in prison—the court had no right to "rewrite or perform plastic surgery . . . in an attempt to cure the state's vagueness."

In its earlier decision, the court had conceded that the law was vague and had spelled out what replies would have to be printed. The court had specified "any reply wholly responsive to the charges made in the editorial or other article being replied to and further that such reply will be neither libelous nor slanderous of the publication, nor anyone else, nor vulgar or profane."

In the case at hand, said the court, no criminal penalties were involved, as Tornillo had asked only for civil relief. "We are not unmindful," said the justices, "of the line of decisions from this court and the U.S. Supreme Court requiring more specificity to support a statute which imposes a criminal penalty."

However, the court said that even if it declared the criminal part of the law void, the law could still be upheld to leave "a complete legislative expression establishing civil rights to damage."

The court noted that another law, making a full and fair correction and abatement of a publisher's liability for punitive damages in a civil suit has often been used by the press to its advantage.

The court said the same questions of vagueness could apply to correction laws.

"In conclusion," the court said, "it must be remembered that First Amendment freedom of the press is for the benefit of all the people and not just those who have invested money in the publishing business."

To add emphasis, the court underlined the word "all."

Seventeen Florida newspapers, the American Civil Liberties Union, and Florida Attorney General Robert Slevin joined the *Herald* in its rehearing petition.

Don Shoemaker, editor of the *Herald*, called the decision another "slap at the free press." He said the *Herald's* lawyers were currently out-of-town, but that an appeal would be filed with the Supreme Court soon.

He cited the precedent-breaking move of the Attorney General in joining the suit. "The feeling around here is that we will win in the Supreme Court," Shoemaker asserted.

A bill repealing the reply law has been pre-filed in the legislature by Sen. Lori Wilson of Brevard County. However, Shoemaker said there was not such sentiment in the legislature at this time for repealing the law.

## U.K. newsprint

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three million newspaper copies in a week due to press room disruptions.

### Long term solutions

Some of the longer term solutions to the British newsprint shortage are in the recycling and de-inking processes. Manufacturers are already doubling their requests to scrap/wastepaper dealers for more supply. Research into these processes shows a dramatic decline in imported pulp would occur if they are used more frequently.

The problem, however, is whether the pulp industry is willing to take the risk of investing in new plants in the cyclical paper industry to make a low profit item such as newsprint.

A still further solution is the use of straw to make newsprint. The Research Association of the Paper, Board and Packaging Industry is now conducting a pilot study in this regard. There is a potential saving in newsprint of some \$120 million.

Spain and Portugal are planting the short maturity cycle Eucalyptus trees, following South America's lead to raise future pulp supplies in Europe. And, the British Paper and Board Makers Association feels that the government may not take action on a White Paper calling for a cutback in tree plantings.

## Newsprint use is up 4.9% in 1973

Total estimated U.S. newsprint consumption was 827,232 tons in August, 0.8% more than in August 1972, the American Newspaper Publishers Association reported today. Consumption for August 1972 was 820,893 tons. There were four Sundays in August 1973 and 1972. For the first eight months 1973 total estimated U.S. newsprint consumption was 6,949,600 tons, compared with 6,627,958 tons in the first eight months of 1972, an increase of 4.9% in 1973.

## Court order to test Ohio shield law

In what may be the first major test of Ohio's shield law, a reporter for the *Newark Advocate* has been subpoenaed to give testimony in Licking County Court concerning information she gathered during an investigative assignment.

Mary Hargrove, an August graduate of Ohio State University, recently completed a five-part series on the problems of the Forest Hills subdivision in the nearby town of Heath.

A trial will begin October 15 concerning contested ownership of the water and sewer system in Forest Hills. David Pheils, a litigant in the case, had sought to have Hargrove turn over all her unpublished notes compiled during the investigation.

In a closed session, Hargrove gave a deposition, but declined to answer several questions on advice of counsel that the questions fell under shield protection. Previously, she had turned all her notes over to managing editor William Rogers.

Ohio's shield law says a reporter cannot be required to disclose confidential sources of information, but says nothing about reporters' notes.

If asked to produce notes at the trial, Hargrove will claim they are the property of the *Advocate* Printing Co., which owns the paper. Her attorney, J. Gilbert Reese said he would defend her right to withhold notes under the Federal and Ohio Constitutions.

Should Judge Winston Allen ask Hargrove the same questions she declined to answer in her deposition, the reporter will claim newsmen's privilege.

"It looks like the judge is going to have to make some kind of ruling," said a spokesman at the *Advocate*. The spokesman indicated that the paper would appeal an unfavorable ruling.

## Md. court upholds tape recording ban

The Maryland Court of Appeals has ruled that a prohibition on the use of tape recorders by reporters is not a restraint on freedom of the press.

The seven judges of the state's highest court unanimously upheld this week rules of the State Senate and House prohibiting use of recording devices in legislative chambers.

The suit had been brought by several newsmen and by Sigma Delta Chi.

The appeals court said the ban only applies in the House and Senate chambers, and not elsewhere in the State House. The court said the ban does not prevent newsmen from gathering information, obtaining legislative documents, or from interviewing legislators.

"In these circumstances, we perceive no curtailment of appellants' rights to gather news. They merely claim that use of tape recorders will promote greater accuracy and speed in reporting," the court said.

The Court of Appeals also prohibits tape recordings of its proceedings.

of mass communication on an audience. The various disciplines of the social sciences can be applied to this over-due analysis Robinson says.

Robinson also uses a good portion of his paper to discuss the application of the techniques of mass communication analysis. As an example of the particular affect of a single book in saying public opinion, Robinson discusses Upton Sinclair's *The Jungle*, and the affect this book had on molding and turning public opinion.

In the welter of news presented today, Robinson asserts that the newsman must "use explicit rather than implicit forms of communication" in discussing news. Too often in the past, he finds, newspapers have aimed over the heads of their readers.

Newsman must also exercise selectivity in the choice and presentation of news items. News stories must be made "useful" to the reader if they are to achieve an effect.

Robinson's conclusion is marked by an appeal to those in a position to influence that students be made aware of the effects of mass communication. In that respect, the knowledge gained becomes part of the overall liberal education discussed earlier.

## Economic independence

A subject referred to tangentially in other of the position papers is treated directly by John Colburn, vicepresident of corporate development of Landmark Communications, Inc. His subject is "Economics of the Press."

"An understanding of newspaper economics is essential" for a journalist who "is to have a realistic appraisal of its function," according to Colburn. He adds that "there is a cost in informing the public and there is a cost to the public in obtaining information."

Colburn defines two bulwarks that he sees as protecting the press in America. One of these is "editorial excellence." The other is "economic independence."

Economic independence "provides newspapers with a strong bulwark to resist pressures from politicians, government bureaucrats, advertisers and special interest groups."

At the same time, editorial excellence protected by the First Amendment against government control, gives newspapers in the United States strength and influence unmatched in the world."

Without economic independence, "journalism history shows . . . where the press is subsidized in some form, newspapers either are weak or venal—or both."

"It is significant, though, that we are living past the days when large numbers of newspaper owners worried about whether revenues would meet their weekly payrolls and monthly newsprint bills."

According to Colburn, this condition has been achieved as the result of four factors: one is that "In mid-1973 the United States had 1,761 daily newspapers, but only 55 cities had direct newspaper competition and in 1,509 cities single newspaper competition."

pers or morning-evening combinations operated under one ownership."

But stiffer competition exists for radio and television stations, as well as 8,000 newspapers with less than daily circulation.

The second factor involves "better economic planning, cost-control procedures, programs for market growth, and more realistic rates for advertising and circulation."

Third, "new technology, conversion from slower more expensive hot metal type processing to photocomposition on paper or film, and modernization of other plant facilities to achieve optimum productivity in offset as well as letterpress printing have affected substantial economies, although higher newsprint and ink costs have taken a big bite out of the savings."

The fourth condition is "professional managers (who) have been brought into the industry to develop a program of management by objectives."

It is necessary and desirable to train journalists in an understanding of the economics of the newspaper industry, Colburn contends. He says "this means teaching that newspapers cannot be free unless they are independent, that they cannot be independent unless they are successful business enterprises, and that they cannot be successful unless they serve the public need."

Colburn suggests turning to the newspaper industry to find the men of experience necessary to instill these lessons.

## New technology

A position paper prepared by John E. Leard, the executive editor of the *Richmond Times-Dispatch* and the *Richmond News Leader* discusses the affect on the "new technology" on the journalism student.

Leard says "The electronic revolution is invading newsrooms." He then supplies examples to document his point—the employment of the video display terminal (VDT), or the cathode ray tube unit (CRT).

Leard suggests that journalism students be made aware of the functions of these new units early on, so that they can emphasize the basics: "sound reporting, clear writing and accuracy."

He contends, however, the journalism schools have largely failed to take note of the technological revolution, and react accordingly.

The reporter can be aided materially by applying many of the tools and techniques of the social scientist to reporting, according to a paper prepared for the conference by the national correspondent for the Washington bureau of Knight Newspapers, Philip Meyer.

## Research knowledge

Meyer suggests "The reporter who covers public affairs without a basic understanding of statistical method is already at a serious disadvantage." He adds, "The minimum skill requirements are a basic knowledge of statistics, some computer programming, and the rudiments of environmental design and survey research."

Meyer asserts that errors may be com-

mitted by the newsman who is forced to deal with outside professional research experts rather than rely upon his own knowledge of the material. Knowledge of research techniques serves to liberate the newsman from dependence upon someone else's information, and thus permits him to more ably judge material under consideration.

At the same time, Meyer believes it is necessary to moderate the teaching of the social science techniques. He says journalism schools are not trying to "make social scientists out of journalists. It is a way of helping journalists do their regular jobs with more power and precision in those special situations where more power and precision are called for."

## Teacher qualifications

Richard G. Gray, the chairman of the department of journalism at Indiana University discusses the place of the successful teacher in the journalism school. It is not always necessary or desirable to hire the Ph.D. for a role on the faculty, he contends.

Gray believes that by "selective hiring," the journalism school can achieve the balanced faculty necessary for the teaching of the profession. "Sometimes this may necessitate hiring professionals without higher academic credentials," Dr. Gray says. But at other times, it might require the hiring of a Ph.D. without media background.

Gray suggests "team teaching" between professionals and research types, and a liberal policy of working newsmen being invited to the campus.

Gray suggests "scholars can gain practical insights by attending professional meetings such as ANPA, or ASNE, or APME conventions." "In a variety of ways and through a variety of persons, a well-balanced journalism faculty can be assembled."

In summary, Gray says, "The plea here is for recognition that there is more than one route to becoming a successful journalism teacher, more than one way of contributing to the advancement of journalism education."

Discussion of the make-up and background of journalism faculties is continued in a paper prepared for the conference by Dr. Maxwell McCombs, the John Ben Snow professor of newspaper research at Syracuse University.

He contends that journalism professors should engage in work beneficial to newspapers outside the classroom. Among the areas discussed are research and development. The college professor "has an obligation to provide the profession with perspective on what has gone before, what is happening now, and especially what is coming in the future."

McCombs continues: "If journalism education is to be a significant part of the profession—and there are plenty of practitioners who say it isn't—then it must be involved in change, not tagging along afterwards. Journalism faculties must be scholars and originators, not mimics. Challenges to established practices should be anticipated."

(Continued on page 44)

# J-schools

(Continued from page 43)

## Integrated study

The president of Franklin and Marshall College, Keith Spalding, suggests that universities and newspapers must revise their expectations if they hope to produce and hire students who have mastered an area outside that of journalism.

At present, he feels the journalism student cannot obtain mastery in a non-major field unless it is at the expense of his journalism education. "Students who emphasize skills at the expense of academic courses run the risk of bringing superficiality to their practice of journalism," however.

Spalding argues "In longer range, the solution may be interwoven with a movement, on which students may have great impact, to reform so-called professional education for journalism along with reform of all higher education."

Dr. Jack Lyle, director for communication research for the Corporation for Public Broadcasting in Washington, argues for a greater understanding of the newsman's community. He says "Journalism majors should be acquainted with the data and research basic to the study of urban life."

Lyle says this "knowledge is obviously necessary if the journalist is to be able to appropriately and accurately interpret and report events within today's urban societies." Lyle also says that the urban studies course should "be merged into a larger course context covering social science statistics and communication theory for the journalism student."

Lyle says urban societies are "complex systems of interrelated parts." The journalist "must be aware of and understand these interrelationships in order to put the pieces together for the reader."

## New orientation

Edward W. Barrett, director of the

communications institute Academy for Educational Development, Inc. and the former Dean of the Columbia Graduate School of Journalism has prepared a paper on the merits of the journalism school education.

According to Barrett, "There is room to doubt, even in the upsurge of applications, that journalism classes are overpopulated with the intellectual cream of young America."

Barrett suggests a new orientation in non-journalism courses, one that is "problem oriented." He says, "imaginative departments of journalism could emerge as the last stronghold of really broad education."

Rely upon non-journalists in preparing the news courses, Barrett suggests. This new approach to non-journalism courses that are problem-oriented "would have particular validity in education for journalism."

Charles T. Duncan, a professor of journalism at the University of Oregon speaks to the question of "the Objectives of Journalism Schools." An effort to approach and strengthen journalism schools would require a commitment from "educators, newspaper executives and practicing journalists alike."

Duncan's paper is accompanied by the results of a survey he conducted of 100 journalism schools. The survey covered attitudes towards non-journalism students and the thrust of j-school education.

Duncan framed his studied against what he calls "probably the most severe (challenges) in newspapers' long history."

## Improved criticism

Dr. James Carey, the director of communication research at the University of Illinois, argues in his paper that the journalism school must work to develop an attitude of systematic press criticism. "The idea of democracy and the idea of criticism are indispensable to one another," says Carey.

Further, "the press is perhaps the least criticized and least analyzed major American institution." But there is a difference

in the criticism function envisioned by Carey.

"The criticism of journalism is the criticism of language: criticism of the language journalists use to portray the world and the kind of world such language brings into existence."

In discussing the issue, Carey seeks to avoid reference to among others, "press councils, Greek vice presidents, and jailed newsmen." Instead, he hopes to prove that "a tradition of press criticism does not exist in the United States," and "that a critical tradition is indispensable to the operation of democratic institutions."

In the conclusion of his paper, Carey quotes Robert Park: "The function of news is to orient man and society in an actual world. Insofar as it succeeds it ends to preserve the sanity of the individual and the permanence of society."

Sylvan Meyer, the editor of the *Miami News* writes an "evaluation of Journalism Schools," and thorough documents the need for standards and the application of same. Meyer's paper also includes the report of the Schwartz Committee of the American Association of Schools and Departments of Journalism (AASDJ).

A systematic evaluation is necessary and desirable, according to Meyer. Indeed, he says it is "fundamental to a better school environment." An on-going reevaluation is necessary because "schools change in tone and quality as faculties and administrators change and as leaders if the total institutions of which journalism schools and colleges are a part change."

In Meyer's paper, in fact, most of the questions raised and discussed in separate papers are brought together. Meyer asserts "Our common objective in the education of journalists is better journalists, more intensely and yet more broadly trained than yesterday's. So it is important to us not what departmental label is affixed to a course, but what the student learns in his exposure to it."



## EVERYDAY BUT SUNDAY

The self-syndication of a color Sunday page is something a little larger than Conchy would want to take on at the present time. But the independent production of a daily strip is something else again.

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# Harper's News Service, music features added to RTS roster

The Register and Tribune Syndicate has announced two new major features for this Fall in addition to the recently launched Craig Claiborne food column (E & P, Sept. 29).

The syndicate will provide newspapers for the first time with direct access to stories, essays, reviews, and verse of *Harper's Magazine* through Harper's Newspaper Service. "Country Music," a weekly column by Peter McCabe, will be devoted exclusively to a field that now dominates over one-quarter of the U.S. music industry.

In addition to its new Fall features, RTS has strengthened its four-a-week medical column by Dr. Walter C. Alvarez. One column per week will be written by New York cardiologist Dr. William J. Welch with the feature retitled "The Alvarez-Welch Medical Report."

McCabe is editor of *Country Music Magazine* and became interested in the country sound while an undergraduate at Cambridge University. He ran a prosperous country music club. After graduation, McCabe went to work for Reuters in North Africa, later in Brussels and Paris. He has been New York editor for *Rolling Stone Magazine*.

Dennis M. Allen, president of the Des Moines-based RTS, in commenting on the music feature said it was designed to

appeal to the hard-core country music fan and also interest newcomers. "Rock and most other popular music is stagnant now," he said, "but country music is growing and developing all the time."

The Harper's Newspaper Service monthly package includes several pieces from the magazine, edited and of accommodating length, for papers to buy individually. Pick-up rights to nearly all of the magazine material are also available.

## Series on Israel

George Chaplin, editor-in-chief of the *Honolulu Advertiser*, toured Israel for three weeks August 19-31 and wrote a 13-page series on his impressions gained from traveling and interviewing the people and government leaders. The articles have just been reprinted by the Advertiser in a 14-page section.

## Cosell Series

Howard Cosell's autobiography "Cosell" is being circulated as a five-part newspaper excerpt by the Chicago Tribune-New York News Syndicate beginning October 21. The excerpts include "Monday Night Football" and the Muhammad Ali and Olympic Village stories.



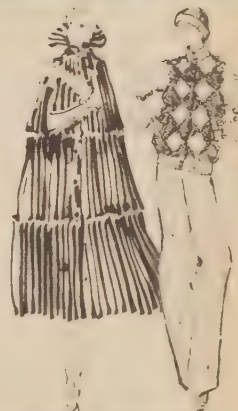
FEATURE SYNDICATES coast-to-coast sent original drawings of cartoons, carried in *Memphis* (Tenn.) *Commercial Appeal* and *Press-Scimitar*, to the Downtown Sertoma Club as a tribute to the club's 20th annual salute to National Newspaper Week. Originals were exhibited to members and guests at the club's luncheon program, "Wonderful World of Comics," on October 3. A. R. (Al) Capley (left) a past president of the club, obtained the comics and was program chairman for the 20th year in the recognition to newspapers. Draper Hill, editorial cartoonist for the *Commercial Appeal*, shown discussing cartoons with Capley, was the speaker and showed slides on cartoons' history. He has written two books on 18th century cartooning and is working on a third book on the subject. Memphis Sertoma Club has the distinction of observing National Newspaper Week as long or longer than any other service club in the nation. The program also featured as honored guests a carrier boy from each newspaper who has done an outstanding job. They came with their circulation managers.

Here's a way for readers to ASK ANYBODY ANYTHING — and get the answer directly from the authority, in his own words. Edited by Martin Alwyn, this unusual weekly feature lets the reader be the interviewer. From North American Newspaper Alliance, a division of

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# 1/4-page format for Sunday comic page?

By Lenora Williamson

What was termed the "serious" problem of reducing the size of newspaper comics to offset newsprint shortages got major attention in round-robin floor discussions at the Fall meeting of the Newspaper Comics Council in New York City.

The discussions involved a cross-section of the entire comics industry—cartoonists, editors, syndicates, production experts and Sunday comics network executives.

The Council meeting at the Lotos Club did hear some good news detailing a report on reader acceptance and attitudes toward the Sunday comics which revealed that 808 adults and teenagers participating in the research agreed 94% and 95% respectively that the Sunday comics are for people of all ages. There was also over 90 percent agreement from both age groups that the Sunday "enjoyment" aspect of comics represents fun, entertainment and relaxation.

Richard Sherry, editor of Publishers-Hall Syndicate, moderated the session examination of how to keep comics in a newsprint shortage. The question was whether layout and reduced size is the answer for the daily comics and whether there can be an industry-wide quarter page standard set for Sunday. John F. Gribbin, director of mechanical production, Metropolitan Sunday Newspapers, Inc., showed a number of page makeups using quarter page format and also one-sixth page sizes, allowing for various placement and shapes of ads.

Designating the situation as "serious," Dale Davis, assistant managing editor/features for the *Philadelphia Bulletin*, urged syndicates to help make plans to cope with the shortage and keep comics in the newspapers.

John W. Koessler, president of the Greater Buffalo Press, which had ordered clients using 12 pages to reduce their comics to 10 and those using 10 ages to reduce to 8, told the council that the cutback was localized in the northeast because of the strike situation in eastern Quebec. He hoped the situation would clear by the end of the year. Koessler declared this is no time for panic and that papers should not make any move on a short term basis that might hurt the comics industry over the long haul.

"Don't push the panic button at this moment but sit back and weather the storm," he cautioned.

The wide extent of the newsprint shortage seemed a surprise to some cartoonists who asked whether cuts were being made on the news side as well. One editor answered there was even more pressure in non-comic areas.

While the pros and cons of horizontal vs vertical or square format reduced sizes were argued, Sylvan Byck, comics editor

of King Features, said he didn't think syndicates and cartoonists had much choice. "They are going to have to give papers the sizes that will keep comics in papers," he declared.

Thomas Peoples, vice president/comic art, Newspaper Enterprise Association, said that the quarter page is readable, while cartoonist Alfred Andriola said artists would just have to make the space available as interesting as possible. Others suggested it was time to re-think format and number of panels, use larger lettering and simplify backgrounds.

Jack Lemmon, *Washington Post*, declared, "we need answers from the syndicates—are they going to give us quarter pages or not?"

Open panel comments from the floor included opinions that immediate size reductions are a "matter of staying alive" not "how to keep big enough." Generally, editors seem to want quarter-page horizontals from syndicates "as soon as possible" agreeing that the vertical quarter was less readable.

## Comics survey

Highlights of the Market Facts study, commissioned by Metro Sunday Comics Network, was given by Carl F. Schmidt, advertising director of Metro. The study was made to "quantify the qualitative reactions of the comics reader," Schmidt said, since figures are what Madison avenue wants. "We prove that the reader has the right attitude toward the comics they read so that they will react favorably to a sales message in the medium," Schmidt said.

He explained that to determine how to question a broad sample of readers, Market Facts conducted four encounter groups among adult men and women, and teenage boys and girls, with the questionnaire structured from those sessions. Participants were reminded, "There are no right or wrong answers. Only your own opinion counts."

Among the results:

**Sunday enjoyment of comics:** Are fun to read, adults 94%; teenagers, 97%; are entertaining to read, adults 92%; teenagers, 98; reading Sunday comics is relaxing, adults 90%; teenagers, 92%; Sunday comics are often exciting, adults 72%; teenagers 81%; When I pick up the Sunday comics, I expect to be put in a better mood" adults 70%; teenagers 73%. Percentages by sex in this section were generally not more than one or two points different.

## Sunday Routine:

Reading the Sunday comics is a habit with me—adults 84%; teenagers 88%. Sunday isn't Sunday if I don't get to read the Sunday comics—adults, 59%; teenagers 60%. I would feel lost if I missed reading the Sunday comics, adults 54%; teenagers 56%. In this section, female teenagers replied 98% to the male teenager's 86% in reading the Sunday comics as a "habit."

Other portions of the research revealed percentage agreements of 80% adults and 86% teenagers who "look forward" to the Sunday comics each week. For the all-family query, 95% adults and 94% teenagers felt the comics are "something the

whole family can enjoy."

Under the nostalgia factor, 93% of adults said they loved the Sunday comics as a kid, and 89% of teenagers agreed. To the comics "have kept up with the times," 85% adults agreed; 88% teenagers agreed. And 92% adults and 86% teenagers agreed that comics are "usually good for a little smile even if most of them don't make me laugh."

When the study got to escapism and whether comics are a way to get minds off bad or depressing news, 77% adults and 74% teenagers agreed; 70 and 71% respectively agreed that comics are "often educational."

Agreement on shared activity such as "reading Sunday comics to young kids gives you a good feeling" ranged from 68% yes for adults to 61% yes for teenagers.

Agreement varied only 98 to 99% in age group replies that the comics are easy to read and easy to understand. The number of respondents was 808 adults (408 male and 400 female), and 403 teenagers (198 male and 205 female).

## Sunday formats

(Continued from page 15)

### Space saver

Hatfield said the Rotogravure Magazine moved to the format of as many stories as can be "gracefully" crammed into the small size books. He said that long arty columns of type lose the reader quickly and that white space is too precious to waste: "Readers buy magazines to read." The letterpress entertainment magazine of the Oklahoman has added open pages and reader participation items have had good reaction with guest column and guest recipe in roto and guest book review in entertainment.

Jack M. Osler, Sunday editor of the *Dayton Daily News*, started a "70 Years of News" as a continuing series prepared by a school teacher. Osler uses the material each week with art of a Page 1. Osler's weekly Mini-Trip stories continue with a book collection printed this spring and 10,000 copies sold out in four days at \$1 a copy. The book is now in its third printing with distribution through the paper's service counter, the Dayton AAA Club, and a mail-in coupon where most sales came from.

Dan Lewis, assistant features editor of the *Providence (R.I.) Journal-Bulletin*, sent a report on the Saturday package of the Journal and Bulletin being combined into a single a.m. and a new cold-type tabloid, "Weekend," which he described as "startlingly successful." It covers art, amusements, events, restaurants and television in short reviews and listings. "If Weekend recommends a movie on Saturday morning, it is impossible to get a seat Saturday night. If Weekend likes a restaurant, the place is swamped for weeks afterward. It has led us all to think very seriously about what people really want newspapers to do."

# Press resistance

(Continued from page 14)

Under these conditions the independent press was able to survive only thanks to a united effort by thousands of private citizens who pitched in by buying funding bonds. Above everything else, the courage and tenacity of all the professional news men of the free press prevailed. They filled up all available time on democratic radio stations and space in newspapers with their reports, their comments and their denunciations of the excesses and scandals of the regime.

This campaign was so intensive that, despite the government's efforts to subdue them, their voices could not be silenced. For each professional who was obliged to give up the fight temporarily, because of law suits or because of being jailed, there was another to take his place.

The destruction of the nation was begun simultaneously on several fronts: moral, economic, political, and judicial.

The first indication of moral decay was the extraordinary campaign of degradation, slander, insult and general attack on opposition leaders in all media controlled by the State.

Foreigners, experts in this technique, were brought in to work on the use of hate as a dividing element. The victims of this offensive were the men and institutions that were the stalwarts of our democracy.

This led to the violence which the government encouraged by importing thousands of extremists from Uruguay, Brazil, Bolivia, Argentina, and—preferably—Cuba and other Marxist countries.

While this was going on, Salvador Allende reiterated in his frequent speeches his respect for the law, and especially when he was interviewed by foreign correspondents. He even resorted to clumsy lies to protect his image.

The first mass demonstration against the government was carried out by the women of Santiago with "March of the Empty Pots and Pans." With very little advance publicity and practically no organization, they were able to assemble more than 100,000 housewives who marched through the streets with protest signs and the symbol of women's resistance: an empty pot or pan which banged with the lid.

The government used the most brutal tactics to disperse them and this response would characterize official reaction to all subsequent demonstrations.

What happened that day (September 11) was what all the people of Chile, on all levels, were desperately clamoring for. The people who took the help of a country that was adrift were not military strongmen, nor mercenaries.

Those mainly responsible (for this military action) are those who deceived the people, promising them a better life but plunging them into misery and hunger, attacking the rich but, in fact, living themselves as a dominant class in a way that perhaps has no parallel in even a developed country.

At Allende's official residence in the

Tomas Moro suburb of Santiago the basic wage of workers was the equivalent of one dollar per month. And in each of the five houses which President Allende maintained, imported whisky flowed freely, there was a well-stocked larder, and he engaged in a licentious life that combined luxury with orgies and erotic pleasures.

This has been confirmed by foreign correspondents who toured the official residences. The sum of 8,000 dollars and several million Chilean escudos were found in those houses along with hundreds of Soviet-made weapons intended for use in the mass-executions of military men, opposition leaders and newsmen. This plan was discovered in the safety vaults of the presidential palace.

Our only wish at present is that newsmen do not hurt us by distorting the truth of what happened in Chile or by reporting without having checked the facts and the reliability of their sources.

## Third quarter earnings at Gannett are up 30%

Operating earnings gains of 30% in the third quarter were reported by Gannett Co., Inc.

The third quarter performance brought Gannett's operating earnings gains for the first three quarters of this year 25% above the same period in 1972.

For the third quarter, net income reached \$6,226,242, compared with \$4,784,781 in 1972 and consolidated revenues were \$73,799,070, up 7% from 1972's \$69,001,576. Earnings per share for the third quarter were 30¢, compared with 23¢ last year.

For the 39 weeks ended September 30, net income before extraordinary items was \$19,094,858, compared with \$15,283,275 in 1972. Consolidated revenues were \$221,439,467, up 7.6% from \$205,889,212 in 1972.

Earnings per share for the 39 weeks were 93¢ before extraordinary items, compared with 75¢ in 1972. An extraordinary loss of 3¢ per share made final earnings per share 90¢, compared with 76¢ in 1972 (after an extraordinary gain of 1¢ per share).

The statement noted the extraordinary loss of \$695,000 during the second quarter from the closing of an unprofitable commercial printing plant in San Bernardino, Calif. Final net income for the first three quarters was \$18,399,858, compared with \$15,480,739 in 1972 (after an extraordinary gain of \$197,464).

Advertising lineage volume in the first three quarters was up approximately 7% over last year. Combined daily circulation increased about 2.3% while Sunday circulation gained 2.9%.

Gannett's *Hartford Times* was sold on October 10, to Register Publishing Co. of New Haven, Conn., for \$7 million in cash plus an additional sum in payment for net current assets at closing. The gain from this sale will be recorded in the fourth quarter.

Gannett Co. Inc. will have to remain as a party to a lawsuit over the sale to the New Haven Register, Superior Court Judge Kenneth J. Zarilli ruled this week.

The lawsuit was brought by Richard D. Jackson, former president of the Register, and a group of his family members, against his brother, Lionel S. Jackson, present president and publisher of the papers.

The suit claims Lionel Jackson and other officials exceeded their powers in arranging the deal, which the suit says will be costly and unsuccessful for the Register.

Gannett was expected to make an announcement this week that it has reached an agreement to purchase the *Salem Oregon Statesman* and *Capital Journal* from Wallace A. Sprague and William Mainwaring.



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# Guelfo elected president of finance group

By Edward M. Swietnicki

The newsprint shortage will continue into 1974, the Institute of Newspaper Controllers and Finance Officers was told at its 29th annual meeting in Toronto this week.

William I. Turner, president of Consolidated-Bathurst Ltd. of Montreal, summed up the future outlook for more than 400 INCFO members at the meeting this way:

"We will probably see much more of a tendency for paper companies to merge. There will be fewer companies and bigger companies. You'll see more international companies, more companies not exclusively Canadian. There will be a trend by these companies toward diversification in other fields."

Nairne A. Ward, vicepresident of Powell River—Alberni Sales Corp., San Francisco, began his talk this way—"If any of you have any newsprint to sell, let me know." His message was equally clear: "We anticipate being out of the woods in early 1974 insofar as our present newspaper supply situation is concerned. We can anticipate higher prices in 1974."

The depressing state of the current newsprint supply industry was emphasized by other speakers at the convention sessions.

## Waste paper exports

Richard B. Scudder, president of the Garden State Paper Co. in Garfield, N.J., puts part of the blame for the shortage on failure of American municipal officials and businessmen "to develop adequate collection methods."

"There would be no problem at all, however, if it were not for extraordinary demand for waste papers from Asia. Just the other day there was an advertisement in the *Chicago Tribune* from Taiwan for 500,000 tons of waste paper. Exports of waste paper from the west coast rose from an average of 2000 tons a month in 1972 to 6000 tons in April of 1973 and 10,000 tons in June 1973.

"That market which is already collecting 37% of the newspapers printed in the area cannot possibly support such a demand and we have asked the government for export controls," Scudder said.

Because of the shortage of available waste newspaper in the United States, he said, "Garden State has held off on expansion plans. We have the money and we have the orders to increase our capacity to 1 million tons or more.

"Many newspapers have asked us to build co-operative mills with them in all parts of the country. Until we can assure a supply of waste paper, however, such expansion can be worse than foolhardy.

"Where the situation should be of particular interest to you is that the excuse for the Canadians raising their price of newsprint to astronomical heights is so that they may have an adequate return on

capital invested in new mills. Since it costs Garden State very much less to build a mill the factors in our case are different. We could build mills with the present price of newsprint. If the supplies were adequate and we were able to do so, it is conceivable that these extreme price rises could be avoided," Scudder explained.

## New 'tree' grown

Erwin Jaffe, director of the American Newspaper Publishers Association Research Center in Easton, Pa., told of the tests made by the U.S. Department of Agriculture on a slender tree-like plant called kenaf.

The plant can be grown in the U.S. and in Canada and produces the long and short fibers necessary for good paper.

He said the Agriculture Department has made a "newsprint" type paper from the material at their Peoria, Ill. laboratories.

Jaffe said, however, that on the basis of tests so far "Kenaf does not seem to be, nor do any of the other grown fibers, a product that will relieve our present newsprint shortage, nor does it seem to be a substitute for wood pulp for some time to come."

## New INCFO president

Lawrence D. Guelfo III, comptroller, *Baton Rouge* (La.) *State-Times* and *Morning Advocate*, is the newly-elected president of the Institute of Newspaper Comptrollers and Finance Officers. He succeeds Thomas J. McCollow, senior vicepresident of finance and corporate planning, *Milwaukee Journal* and *Sentinel*, who was made a director.

In the election, Ned J. Bradley rose from second vicepresident to first vicepresident, and Frank E. Russell association treasurer, was named to the post Bradley vacated. Bradley is general manager, *Columbus* (Ind.) *Republic*, and Russell is business manager, *Indianapolis Star* and *News*. Named treasurer was Duane P. Rosenthal, controller, *Observer Newspapers Inc.*, Livonia, Mich.

The new secretary is William R. Cobb, assistant business manager and assistant to the publisher, *Seattle Post-Intelligencer*.

The new president joined the Institute in 1960 and has been with his company since 1949, when he became a part-time truck driver while majoring in accounting at Louisiana State University. He later became mailroom superintendent and district manager, circulation department.

In 1953 he was advanced to city circulation manager and assistant manager of the department. Four years later he was made chief accountant and office manager; he assumed his present post in 1959.

## Bill Howard a teacher

Florida International University in Miami has given William M. Howard a job as adjunct professor of marketing while he tries to work out some personal problems with the law. The erstwhile \$100,000-a-year advertising director of Macy's New York and celebrated Madison Avenue agency executive has been under arrest on bad check charges.

## Past Week's Range of Stock Prices

NEWSPAPERS		10/10	10/16
Affiliated Publications (OTC)	83 1/2	83 1/2	83 1/2
American Financial Corp. (OTC)	135 1/2	135 1/2	135 1/2
Booth Newspapers (OTC)	211 1/2	211 1/2	211 1/2
Capital Cities Bdcstg. (NYSE)	48	45	45
Corpor. (OTC)	3 1/4	3 1/4	3 1/4
Cowles Comm. (NYSE)	29 1/2	29 1/2	29 1/2
Dow Jones (OTC)	1 1/4	2 1/2	2 1/2
Downe Comm. (OTC)	37	37	37
Gannett (NYSE)	10 1/2	10 1/2	10 1/2
Gray Comm. (OTC)	11 1/2	11 1/2	11 1/2
Harte Hanks (NYSE)	34 1/2	34 1/2	34 1/2
Jefferson-Pilot (NYSE)	143 1/2	143 1/2	143 1/2
Knight (NYSE)	143 1/2	143 1/2	143 1/2
Lee Enterprise (AMEX)	38	37	37
Media General (AMEX)	21 1/2	21 1/2	21 1/2
Multimedia (OTC)	15 1/2	15 1/2	15 1/2
New York Times (AMEX)	3 1/4	3 1/4	3 1/4
Panax (OTC)	13	13 1/2	13 1/2
Post Corp. (WISC.) (OTC)	15 1/2	15 1/2	15 1/2
Quebecor (AMEX)	18 1/2	18 1/2	18 1/2
Ridder Publications (NYSE)	30 1/4	30 1/4	30 1/4
Southern Press (CE)	11	12 1/2	12 1/2
Spiegel (OTC)	13 1/4	13 1/4	13 1/4
Thomson Newspapers (CE)	41 1/2	41 1/2	41 1/2
Time Inc. (NYSE)	25	25	25
Times Mirror (NYSE)	23 1/2	23 1/2	23 1/2
Toronto Star (CE)	25	25	25
Washington Post (AMEX)	23 1/2	23 1/2	23 1/2

## SUPPLIERS

Abitibi (CE)	14 1/2	14 1/2
Addressograph Multi. (NYSE)	17 1/2	16 1/4
Alden Electronics (OTC)	43 1/2	43 1/2
Altair (OTC)	18 1/2	17 1/2
Anglo-Canadian (CE)	13 1/2	13 1/2
Ball Corp. (OTC)	24 1/4	23 1/2
B. C. Forest (CE)	14	14 1/4
Berkley Photo (NYSE)	17 1/2	17 1/2
Boise Cascade (NYSE)	28 1/2	28 1/2
Compugraphic (AMEX)	9 1/2	8 1/2
Compuser (OTC)	39 1/2	41
Crown Zellerbach (NYSE)	39 1/2	40 1/2
Cutler-Hammer (NYSE)	17 1/2	17 1/2
Dalco (NYSE)	100 1/2	104
Digital Equipment (NYSE)	65 1/2	64 1/2
Domtar (AMEX)	21 1/2	21
Dymo (NYSE)	132 1/4	132 1/4
ECRM (OTC)	15	14 1/2
Eastman Kodak (NYSE)	67 1/2	67 1/2
Ehrenreich Photo (AMEX)	43 1/2	44 1/2
Eltra (NYSE)	28 1/4	28 1/4
General Electric (NYSE)	29 1/2	29 1/2
Georgia Pacific (NYSE)	58	57 1/2
Grace, W. R. (NYSE)	38	40 1/2
Great Lakes Paper (CE)	8 1/2	8 1/2
Great No. Nekosia (NYSE)	53 1/2	53 1/2
Imront (NYSE)	38 1/2	38 1/2
Interpublic (NYSE)	50	46 1/4
Itsek Corp. (NYSE)	5 1/4	5 1/4
Kimberly Clark (NYSE)	37 1/2	37 1/2
Log Electronics (OTC)	25 1/4	25 1/2
MacMillan, Bloedel (CE)	87 1/2	88 1/2
Miles Electronics (AMEX)	11 1/2	11 1/2
Millmaster Onyx (AMEX)	22 1/2	21 1/2
Minnesota Min. & Mfg. (NYSE)	16 1/2	17 1/2
Photon (OTC)	15 1/2	15 1/2
Richardson (NYSE)	13 1/2	12 1/2
Rockwell Intl. (NYSE)	58 1/2	58 1/2
Singer (NYSE)	12 1/2	11 1/2
Southern Paper (OTC)	22 1/2	21 1/2
Southwest Forest Ind. (NYSE)	22 1/2	21 1/2
Sun Chemical (NYSE)	16 1/2	17 1/2
Wheelabrator-Frye (NYSE)	15 1/2	15 1/2
White Consolidated (NYSE)	11 1/2	11 1/2
Wood Industries (AMEX)	5 1/4	6

## ADVERTISING AGENCIES

Doremus (OTC)	13 1/2	14 1/4
Doyle, Dane, Bernbach (OTC)	11	11 1/2
Foot, Cone, Belding (NYSE)	11 1/2	11 1/2
Grey Advertising (OTC)	17 1/2	16 1/2
Interpublic Group (NYSE)	20 1/2	20 1/2
Needham Harter & Steers (OTC)	25 1/2	26 1/4
Ogilvy Mather (OTC)	13 1/2	13 1/2
PKL Co. (OTC)	14 1/4	14 1/4
J. W. Thompson (NYSE)	4 1/2	5
Tracy-Locke (OTC)	12 1/2	11 1/2
Wells Rich Greene (NYSE)	12 1/2	11 1/2

## Late edition published by Philadelphia Bulletin

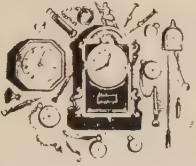
The *Philadelphia Evening Bulletin* has added a late afternoon edition with a 5 PM press start. The Bulletin said the edition will be for readers who want to "buy a paper around dinner time or shortly afterward, and enjoy an evening with the latest sports, financial, local, national and international news." The edition was started on October 15.

# Classified Advertising

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## FEATURES AVAILABLE

### ANTIQUES



### Antiques in America

"Antiques in America" is written by Harry Baker, a newspaperman who grew up in the furniture design business, is himself a collector and antiques expert. It is specific, illustrated, practical. His column is respected by professionals but profitable to amateurs and is written with real Yankee humor and literary economy. The Washington Post and the Baltimore Sun are two of the subscribers. For samples and prices write The Providence Journal, Room 416, Providence, R.I. 02902.

### BRIDGE

**BRIDGE COLUMN**—Life Master presently writing successful weekly column would like to syndicate. Take advantage of growing and tremendous interest in Bridge. Samples on request: Carl Brett, c/o Today's Post, 160 N. Gulph Rd., King of Prussia, Pa. 19406.

### DOGS & PETS

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### GENERAL

#### CONTEMPORARY FEATURES

At last! A feminist column with wit, style, humor. It's Changing Woman, another winner from Contemporary Feature Service, Box 404, Chappaqua, N.Y. 10514. Today's features for today's readers. Write for samples.

### PARENT TIPS

**PAUL'S PARENT TIPS**—Lively answers to questions all kids (and adults) pose. 20 years experience. Samples. P. Burns, 436 Morse, Dayton, Ohio 45420.

### TRAVEL

**YOUR WEEKLY TRAVEL** and recreation page or supplement. No work for you, only profit. Travel Rates & Places, Box 246, Woodside, N.Y. 11377.

## CLASSIFIED ADVERTISING

### Order Blank

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

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Authorized by \_\_\_\_\_

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☐ Assign a box number and mail my replies daily

To Run: \_\_\_\_\_ Weeks \_\_\_\_\_ Till Forbidden

Please indicate exact classification in which ad is to appear.

Mail to: EDITOR & PUBLISHER • 850 Third Ave. • New York, N. Y. 10022

### ANNOUNCEMENTS

#### BUSINESS OPPORTUNITIES

**ESTABLISHED INDEPENDENT** delivery service, excellent clients, contracts, potential. Area 1. Owner has other interest. Box 1635, Editor & Publisher.

#### NEWSPAPER APPRAISERS

**APPRAISALS FOR ESTATE, TAX, partnership, loan and insurance purposes.** Sensible fees. Brochure. M. R. Krehbiel, Box 88, Norton, Kans. 67654.

#### NEWSPAPER BROKERS

**IT'S NOT THE DOWN PAYMENT** that buys the newspaper—it's the personality and ability of the buyer. This is why we insist on personal contact selling.

**LEN FEIGNER AGENCY**  
Box 189, Mount Pleasant, Mich. 48858

**ALAN G. LEWIS**  
Media Broker

On file — over 300 active qualified buyers for your daily, top weekly or shopper. Ridge Road, Hardwick, Mass. 01037. Phone (413) 477-6009.

Negotiations for sales, purchasing, appraising of newspapers our business.  
**CLARENCE W. TABB & ASSO.,**  
6614 Rutgers Street  
Houston, Texas 77005  
Ph (713) 664-9414

**MEL HODELL**, Newspaper Broker  
1388 N. Euclid, Upland, Calif. 91786  
Daily Sales, Appraisals: (714) 982-0424

### ANNOUNCEMENTS

#### NEWSPAPER BROKERS

**SYD S. GOULD ASSOCIATES**  
"the broker with instant buyers"  
SALES, SERVICES, MANAGEMENT  
134 S. Panama St., P.O. Box 7267  
Montgomery, Ala. (205) 262-2411

**JOSEPH A. SNYDER, BROKER**  
Western, Mid-Western Newspapers  
2234 E. Romney, Anaheim, Cal. 92806

**BILL MATTHEW COMPANY**  
Conducts professional, confidential negotiations for sale and purchase of highest quality daily and weekly newspapers in the country. Before you consider sale or purchase of a property, you should call (813) 446-0871 daytime; (813) 733-8053 nights; or write Box 3364 Clearwater Beach, Florida 33515. No obligation, of course.

**CONFIDENTIAL NEGOTIATIONS**  
for purchase and sale of  
Daily Newspapers Weekly

**W. B. GRIMES & CO.**  
National Press Building  
Washington, D.C. 20004  
(202) National 8-1133

The DIAL Agency, 1502 Nazareth, Kalamazoo, Mich. 49001, Ph: 349-7422; "America's No. 1 Newspaper Broker."

**ROBERT N. BOLITHO**  
Newspaper sales, appraisals, consulting. Krehbiel-Bolitho Newspaper Service, 10000 West 75th, Shawnee Mission, Kans. 66204. Office, (913) 236-5280; Res: (913) 381-6815. Be glad to meet you at Kansas City International.

## ANNOUNCEMENTS

### NEWSPAPERS FOR SALE

**OFFSET WEEKLY** established 1908 in Area 3, County seat, circulation over 4M. Ideal for husband-wife aggressive team. Good businessman could double current \$65M gross in a year. Computer typesetting, own camera and press. Publisher moving back to metro area. Award-winning paper. Box 1285, Editor & Publisher.

Rocky Mountain Newspapers  
BILL KING ASSOCIATES  
2025 Foothills Rd., Golden, Colo. 80401.  
(303) 279-6345

**NORTH JERSEY** offset weekly. One owner for nearly 50 years. Good potential. Priced less than half of gross, which is over \$70,000. Terms. 3500 circulation. Box 1649, Editor & Publisher.

## CLASSIFIED

### ADVERTISING RATES

#### POSITIONS WANTED

(Payable with order)

4-weeks .....\$1.15 per line, per issue  
3-weeks .....\$1.25 per line, per issue  
2-weeks .....\$1.35 per line, per issue  
1-week .....\$1.45 per line.

Count 5 average words per line

or 38 characters and/or spaces

3 lines minimum (no abbreviations)

Add 50c per insertion for box service and count as an additional line in your copy.

Air-mail service on box numbers also available at \$1.00 extra

Do not send irreplaceable clippings, etc. in response to 'help wanted' advertisements until direct request is made for them. E&P cannot be responsible for their return.

## OTHER CLASSIFICATIONS

(Remittance should accompany classified copy when submitted unless credit has been established.)

4-weeks .....\$1.70 per line, per issue  
3-weeks .....\$1.80 per line, per issue  
2-weeks .....\$1.90 per line, per issue  
1-week .....\$2.00 per line.

Count 5 average words per line

or 38 characters and/or spaces

3 lines minimum (no abbreviations)

Add 50c per insertion for box service and count as an additional line in your copy.

Air-mail service on box numbers also available at \$1.00 extra.

## DISPLAY CLASSIFIED

The use of borders, boldface type, cuts or other decorations, changes your classified ad to display. The rate for display-classified is \$3.60 per agate line—\$50.40 per column inch minimum space.

Classified Contract Rates Available On Request

## WEEKLY CLOSING TIME

Tuesday, 4:30 PM New York Time  
Box numbers, which are mailed each day as they are received, are valid for 1-year.

## Editor & Publisher

850 Third Ave., N.Y., N.Y. 10022  
(212) 752-7050

## ANNOUNCEMENTS

### NEWSPAPERS FOR SALE

**THREE NORTH CAROLINA** weeklies plus excellent offset plant. Gross \$420,000. Good profits. Dynamic communities. Box 1658, Editor & Publisher.

**COUNTY EXCLUSIVE** offset weekly in Montana. New listing, includes part ownership of central press set-up. Clean air and blue skies. Illness forces sale. \$35,000 gross, offered with or without building. 25% down.

**JOHN N. JEPSON**  
P.O. Box "B" Townsend, Mont.  
Ph: (406) 266-4223

**AREA 1**—Profitable monthly, established 20 years, New York City area. Box 1629, Editor & Publisher.

**ONCE IN A LIFETIME** opportunity. Community newspaper operation in one of Zone 9's most delightful areas. Well established, respected. Good plant, personnel. Solidly profitable with great future. Depending terms or cash, \$1 million range. Owners have other pressing interests. Box 1658, Editor & Publisher.

**WASHINGTON STATE**: Bright, profitable, growing twice weekly, captive shopper, second weekly (new), expansion plans galore; average 20% growth per year last 4 years. Sell \$85,000 now, higher as acquisitions dictate. Box 884, Editor & Publisher.

**NORTHERN CALIFORNIA EXCLUSIVE WEEKLY**, near good fishing. Offset. Grossing \$75,000. Experienced husband and wife can double in 2 years. Owner ill. Wants \$125,000, with 25% down. Includes \$24,000 in new equipment: Justwriter set, IBM Compositor, headline, camera equipment, etc. Full particulars to qualified buyers. Box 1703, Editor & Publisher.

**SUBURBAN WEEKLY GROUP** circulating state's second city. Interested in joining larger firm in order to capitalize on key market potential. Box 1715, Editor & Publisher.

## NEWSPAPERS WANTED

**PUBLISHER** wishes to purchase newsletters with high potential and profit. Box 1714, Editor & Publisher.

**WE HAVE SOLID BUYERS FOR TOP DAILIES AND WEEKLIES**  
Newspaper Service Company, Inc.  
P.O. Dr. 12428, Panama City, Fla.

## SOUND WEEKLY

UP TO \$100K GROSS.

BOX 1717, EDITOR & PUBLISHER.

**NEWSPAPERMAN**, 12 years experience, desires large weekly/small daily. Box 1283, Editor & Publisher.

**WE HAVE QUALIFIED BUYERS** for dailies and large weeklies. Information strictly confidential.

**DIXIE WEEKPAPERS, INC.**  
P.O. Box 400, Gadsden, Ala. 35902  
Ph. (205) 546-3356

## PERIODICAL SUBSCRIPTIONS

**FREELANCER'S NEWSLETTER**: the semimonthly forum where publishers announce their needs for freelance help on editorial/graphics projects. An invaluable tool for writers, artists, editors, photographers, indexers and all who freelance in publishing. \$6.00 yearly. New Subscription Department. 250 W. 57th St., New York, N.Y. 10019.

## PRESS TIME WANTED

**NEED COMMERCIAL QUALITY** printers for circular printing. Heat-set equipment a necessity. For 2-year contract of monthly circular printing in several key regions across the country. Box 1587, Editor & Publisher.

## MACHINERY & SUPPLIES

### CAMERA & DARKROOM

**BERKEY** color separation enlarger system, with computer. \$5750. O.N.E., P.O. Box 226, Norcross, Ga. 30071. (404) 448-6550.

## MACHINERY & SUPPLIES

### COMPOSING ROOM

**PHOTON 713-10**, 3 years, 8 type faces, good condition. \$4500.

**OFFSET NEWSPAPER EQUIPMENT**  
P.O. Box 226 Norcross, Ga. 30071  
(404) 448-6550

**JUSTOWRITERS — COMPUGRAPHIC**  
All models. Service provided by manufacturer. FHN Business Products, Church Rd., Mt. Laurel, N. J. 08057. (609) 235-7614.

**LINOFILM SUPER QUICKS**—Two wide-range quicks with option cabinets and grids, \$17,500 each. Contact Jerry Prescott, St. Petersburg Times, P.O. Box 1121, St. Petersburg, Fla. 33731. (813) 894-1111.

**FOR SALE**: Two Linotron 505 grids, \$500 each. Contact J. Brooks, News Journal Corp., 901 Sixth St., Daytona Beach, Fla. 32015.

**ALPHATYPE 300**, mint condition. In-put typewriter and typesetter. Top quality composition. Includes 30 font grids (60 fonts), many new, a \$2000 value alone. Can be seen operating daily. Total package, \$4,600. Phone (319) 277-1271.

**COMPUGRAPHIC MODEL 2961**, factory reconditioned and guaranteed, including installation and training of your personnel—\$4,950. For further information, contact INLAND NEWS-PAPEP MACHINERY CORP., 1720 Cherry Street, Kansas City, Missouri 64108. (816) 221-9060.

**2 FAIRCHILD PhotoTextSetters** with programs. Any reasonable offer. Contact Gene Carson, (203) 875-0706.

**GOOD BUYS**—offset composition equipment (trade-ins for Compugraphics) from clean plants and proud owners: Justwriters, used Compugraphics, Fototype Compositors, Headliners, Fairchild PTS 2020, Photon 713-5, Linofilm Quick, ATF, Varitypers, etc. National Publishers' Supply Corp., Berlin, Wis. 54923 or 18 W. 22nd, NYC 10010.

**WHO NEEDS TURTLES?** You do if you don't use jmSpacemakers. 3444 Country Club Dr., Medina, Ohio 44256.

## ALL MODELS

Linotypes—Intertypes—Ludlows  
PRINTCRAFT REPRESENTATIVES  
136 Church St., N.Y.C. (212) 964-1370.

**INTERTYPE G 4-4**, Monarch, C-2 high speed, Linotype Model 8; 2 Ludlows, cabinets, mats; Elrod; 2 page storage cabinets; 2 proof presses; Hammond thin type strip saw; Hammond rule stripper saw; Dispatch rack with mats; trays; skid; 15% plastic base; much more miscellaneous hot metal equipment; Linotype metal. Make offer on any or all. Contact Bill Metzfeld or Don Turrell, News-Press, P.O. Box 10, Ft. Myers, Fla. 33902. Phone (813) 334-2351.

## MISCELLANEOUS

COMPSTAR 191	\$18,000
PHOTON 560s (3) each	\$12,000
EKTAMATIC/MOHR Dryer	\$ 500
STAT KING	\$ 1,000
2 ELECTRONS (Tape) each	\$ 2,000
6 VANDERCOOKS	\$50,000
2 MCGANN-M type conveyors	each handles 5 machines, each \$ 4,000
HAMMOND Thintype Saw	\$ 800
LINO 31s (Tape) each	\$ 1,000
2 LINO 36s—12 to 36 pt.	
Bodini mats, each	\$ 4,000
7 LINO 28s w/saws and quad-	
ders each	\$ 1,000
2 LUDLOWS w/sorted sticks,	each \$ 1,500
5 LUDLOW Cabinets w/mats	\$ 8,000
2 ELRODS w/cooling units	\$ 3,000
2 MONOTYPE Strip Casters w/cooling unit	\$ 3,000
1—60 ft. Overhead Conveyor for	
1 and 2 column galleys	\$ 1,000
10 C & G Saw Trimmers, each	\$ 200
2 ROUSE Vertical Miterers,	each \$ 100
ROUSE Band Saw	\$ 200
6 VANDERCOOK Proofpresses	from 6 models to page size \$ 200
Call Dick Boss, The Cincinnati En-	
quirer (513) 721-2700	

## MACHINERY & SUPPLIES

### MATERIAL FOR SALE

**SAVE MONEY** on cold type paper and litho films. National Publishers' Supply (NAPSOC), Berlin, Wis. 54923, phone (414) 361-0660, or 18 W. 22nd, NYC. 10010, phone (212) 691-9850.

## NEWSPRINT

**ROLLS ALL SIZES—BEHRENS** Pub & Paper Corp., 1896 Westwood Blvd., Los Angeles, Cal. 90025. (213) 474-6525.

## PERFORATOR TAPE

**NOW STATIC-FREE** perf tapes at our same prices—lowest in U.S.A. All colors. Top quality.

Call or write:  
PORTAGE (216) 929-4455  
Box 5500, Akron, Ohio 44313

## PRESSES & MACHINERY

**HOE 5-UNIT PRINTMASTER PRESS**, two color cylinders.  
**GOSS 5-UNIT UNIVERSAL PRESS**, one color cylinder.

George C. Oxford, Box 8483,  
Boise, Idaho 83707.

**COLOR KING, 2 units, 2 roll stands**, quarter folder, counterstacker, electric roll hoist, ink agitators, can see printing, new 954. E. H. Richey Co., 141 Georgia St., Los Angeles, Cal. 90015. (213) 748-5954.

## 5-UNIT HOE WITH SATELLITE UNIT

**Hoe Automatic Pastors**. Cutoff 22 3/4 in. Double Folder, conveyor. Operated to Sept. 1. Will sell all or any part of press: Satellite Unit, black units, double folder, Hoe automatic reels, masters, conveyor, rollers, anglebars, upper former, spare parts.

## 10 COMETS

"600" Series, electric pots, tape units, Shaffast detectors. Starting prices \$1600. Models 35-36. Linos, Intertypes, Models F-4, F-4-4, G-4-2. Many other items at bargain prices. Phone or write for brochure.

**CLAREMONT PRESS**, 506 Arballo Dr., San Francisco, Calif. 94132. (415) 587-2866

**GOSS COMMUNITY**, 3 units with folder, 15 hp, 1965-66 model. One unit has sidelay. \$39,000. NEWS KING add-on unit. Brand new with roll stand, \$14,500. NEWS KING (2) add-on units. Stacked with stacked roll stand. Brand new, \$29,000. NEWS KING folder, used. Excellent condition. 15hp, hoist, all controls, \$7,500. N. J. Babb, Box 1777, Spartanburg, S.C. 29301. (803) 585-3678.

**GOSS URBANITE**, 3 units, excellent condition.

**GOSS 4 unit Suburban**,  
**GOSS SUBURBAN** 6 unit, new 1967.

**COTTRELL 4 or 5 unit V-15**, excellent condition,  
**COTTRELL VANGUARD**, 22½ x 31, 2 unit.

**GOSS COMMUNITY**, 6 unit, new 1967.

**COTTRELL 5 unit V-15A**, new 1969.

**HOE ALLER units**.

## IPEC, Inc.

401 N. Leavitt Street,  
Chicago, Illinois 60612  
Phone: (312) 738-1200

**2-UNIT GOSS SUBURBAN** web offset. Excellent condition. Can be seen running at least through November. Available this year. Best bargain around. Priced some 40 to 50% under anywhere else. Seeing is believing. Contact John Taylor, Gazette, Box 1200, Seguin, Texas 78155. Phone (512) 379-5402.

## MACHINERY & SUPPLIES

### WANTED TO BUY

COMPUGRAPHIC 7200  
in good working condition.  
Phone (212) 673-3390.

WE'LL PAY \$200 a ton for newsprint rolls. Zone 2, Box 1675, Editor & Publisher.

IBM 1130 CENTRAL PROCESSOR (Model 2-B) with all or part of the following: 8K core, one disc drive, 6 level advance feed paper tape attachment, attachment for one CX teletype reader and one BRPE Punch. Also 1134 paper tape reader (8 level) interface for 1134 reader. Phone (312) 834-8081.

## NEWSPAPER SERVICES

### CIRCULATION CONSULTANTS

20 YEARS EXPERIENCE with exceptional results. Small and large newspapers. Knowledgeable all areas. References. Available at various times and cost schedules. All replies held in confidence. Box 1696, Editor & Publisher.

### PRESS ENGINEERS

Newspaper Press Installations  
MOVING—REPAIRING—TRUCKING  
Expert Service—World Wide  
SKIDMORE AND MASON, INC.  
1 Sherman Avenue  
Jersey City, N.J. 07307  
(201) 659-6888

### TYPESETTING

LINOTYPE COMPOSITION, 74 a line up. Top quality repros. Books, magazines, newsletters our specialty. Call Angelo, (212) 675-2216.

## Help Wanted...

### ADMINISTRATIVE

#### ASSISTANT CREDIT MANAGER

The Miami Herald has a position open for an Assistant Credit Manager. Candidate should have newspaper or related Credit background with solid skills in all phases of Credit and Collection Management.

Send resume with salary requirements to:

Low Sacks  
Employment Manager  
The Miami Herald  
1 Herald Plaza  
Miami, Florida 33101

### GENERAL MANAGER FOR GROWING NEWSPAPER GROUP

We need a top-notch general manager of all our newspapers who can grow with them and participate in a well-financed acquisition program.

The person we want must be thoroughly experienced in all phases of newspaper work—advertising, editorial, circulation, personnel, production and cost control.

You must be able to give directions in a manner that gets results, but at the same time not be abrasive since we have good people working for us. You must be profit-minded, but we know that to increase earnings, we must also have newspaper staffs that service their areas well.

Send resume and career objectives, which will be held in confidence, to:

Box 1616,  
Editor & Publisher

## HELP WANTED

### ADMINISTRATIVE

GENERAL MANAGER, SAN DIEGO Suburban weekly, 3000 circulation. Covers all phases, major effort needed in hiring and directing personnel to build circulation, display ads and classified. Salary and bonus. Send resume to Box 1655, Editor & Publisher.

THE LAS VEGAS REVIEW JOURNAL has an immediate opening for an experienced business manager. Send resume and/or letter to Personnel Director, Las Vegas Review Journal, P.O. Box 70, Las Vegas, Nev. 89101.

### CIRCULATION

WE HAVE SO MUCH TO OFFER—Company paid life insurance, Blue Cross, retirement, vacations up to 4 weeks and a company car, plus a new modern computerized plant. Highly desirable pollution free area, clean air, beautiful water. 7-day AB newspaper with aggressive person with proven circulation ability to lead and supervise city circulation department or country circulation department, should have heavy experience in both. Starting salary \$235 week plus unusual monthly bonus plan. Good opportunity for advancement with assured salary increases. Give complete resume, personal and experience, Box 1711, Editor & Publisher.

CIRCULATION MANAGER—Basic knowledge and experience in expanding and building home delivery and single copy sales necessary. Excellent opportunity for district manager who has been involved in all phases of circulation work and is ready to build and lead own circulation department. Advancement opportunities. Send full resume to Box 1709, Editor & Publisher.

WE ARE LOOKING for an experienced and enthusiastic circulation director for a suburban weekly group of newspapers located in Area 2. If interested please send resume to Box 1579, Editor & Publisher.

### CIRCULATION PROFESSIONAL

We want a circulation manager who is an aggressive professional capable of learning and using new marketing and promotional ideas—imagination in distribution, sales and marketing a must. The ideal candidate has to know how to meet the challenges of supervision and motivation. Top salary and benefits. Can you meet the challenge? Send confidential resume and salary history to Box 1723, Editor & Publisher.

### DISPLAY ADVERTISING

OUR MAJOR NEW YORK DAILY is growing. We need aggressive, sales oriented people to manage demanding national assignments. Liaison with key executives. Thorough knowledge of marketing techniques and use of presentations to accomplish sales goals is necessary. Prior national experience required. A challenging, creative position that requires imagination. Good benefits. Salary commensurate with experience. Send confidential resume including salary history to Box 1681, Editor & Publisher.

SHARP, AGGRESSIVE shirt-sleeve ad salesman. Will listen to new J-School grads. Can learn all departments. Growing Zone 8 weekly, beautiful area. Must include resume, references, salary requirements in first letter. Box 1559, Editor & Publisher.

WANTED: MANAGEMENT TRAINEE for Midwest newspaper group to replace 25 year old who joined us right out of college and has moved to Advertising Director position with one of our papers. If you are willing to work hard and learn, we have the program to move you into management at a young age. Degree is necessary. Masters degree and/or some sales experience helpful. Starting salary \$15,000 to \$18,000. Send resume to Box 1596, Editor & Publisher.

BEAUTIFUL AREA on the salt water, northern Area 9, needs aggressive, promotional minded classified and display sales representatives for daily and weekly newspapers and related publications. Box 1576, Editor & Publisher.

## HELP WANTED

### DISPLAY ADVERTISING

ADVERTISING MANAGER for student newspaper at Midwest university. Minimum 1 year experience on daily ad staff, with ability to work with and train display and classified ad students in sales, layout and design. Box 1657, Editor & Publisher.

WANTED IMMEDIATELY—Experienced advertising salesman. Aggressive self-starter wanted to round out 4-man staff. Moving to new offset plant soon. Send resume and salary requirements to Mrs. Fry, Sturgis Daily Journal, Sturgis, Mich. 49081.

TOP NEW YORK STATE small daily needs aggressive retail advertising representative with both sales and layout skills. This person must be ready to step in and handle many of our key accounts. Salary plus commission. Great family and recreation area. Call General Manager, The Evening Sun, Norwich, N.Y. 13815. (607) 334-3276.

### ADVERTISING SALES

Next winter in Florida? . . . and every other by locating to the land of year 'round springtime.

Join Florida's best newspapers, where ambitious expansion plans are underway to meet the growth challenge of the Sun Coast.

If you are a seasoned advertising representative well versed in retail display, with a track record of generating ideas in selling to major accounts, then this is your opportunity to join an enthusiastic, professional sales team, offering top-notch advertising to Florida's West Coast business community.

In addition to a good base salary, you'll set your own pace with one of the most imaginative incentive plans in the industry, plus partake of "extras" such as company paid profit sharing, pension plan, life insurance, health insurance, liberal paid vacations, regular and floating holidays, quarterly cost of living bonus, Christmas dividend, credit union, and many more, not to mention the enjoyment of life on the Gulf of Mexico's sunny shores.

Ready for the challenge? Write to us, describing yourself and experience: Employment Office, Times Publishing Co., P.O. Box 1121, St. Petersburg, Fla. 33731.

### ST. PETERSBURG TIMES EVENING INDEPENDENT

LOOKING FOR EXCEPTIONAL person (for sales and management) to assume strong 2nd spot on our ad staff. Switch to offset November 12 in new beautiful plant. Outstanding paper: recent national award for community service. Fantastic weather 8 months each year. Join a winner—write now! Imperial Valley Press, Box 251, El Centro, Calif. 92243; Attn: J. R. Fitch.

### EDITORIAL

MANAGING EDITOR—Large metropolitan alternative weekly with 90,000 circulation seeks tough, experienced, imaginative person with very high standards as managing editor. Salary, bonuses and stock. Box 1575, Editor & Publisher.

### WRITER-EDITOR

National non-profit organization located in Boston, Mass., is looking for a responsible person for all functions involved in the institution and execution of an editorial outreach program informing newspapers and magazines of our service. Also responsible for in-house organ. In addition general editorial duties as assigned. Box 1656, Editor & Publisher.

WE'VE GOT AN IDEA about news coverage—local, in-depth, different and in a wider area. To make it a reality, we need to expand our staff and staff management. We're looking first for 2 top-notch managers with solid experience. Call one a city editor, the other a managing editor. That'll do until we talk. We're a medium sized Southeast daily looking towards a new staff of 20 professionals. Send full resume to Box 1301, Editor & Publisher.

## HELP WANTED

### EDITORIAL

EDITOR sought for CATECHIST, monthly magazine for Catholic teachers of religion. Applicants must have 3-5 years of journalism experience, some knowledge of catechetics and related discipline. Position open immediately. Send resume, samples to: Religious Education Director, Pfaffm/Standard, 38 W. 5th St., Dayton, Ohio 45402.

DESKMAN for Midwest 50,000 daily. Seek pro with at least 1 year experience on copy desk. Good opportunity for right person. Excellent salary and fringe benefits. Send resume, date available to Box 1622, Editor & Publisher.

### COPY EDITOR

Midwest metropolitan morning daily is seeking an alert, conscientious copy editor who is able to turn out fast, clean copy. Journalism graduate with some experience which proves capabilities. Ideal situation for a person who wants to move out of the small paper category. Liberal employee benefits and excellent pay with opportunity for advancement. Give full details of education and work experience in first letter to Box 1682, Editor & Publisher.

WRITER/EDITOR—Immediate opening on Feedstuffs, a national newspaper for agribusiness. Position involves business reporting and feature writing. Experience or interest in agriculture necessary. Excellent opportunity for advancement. Send resume or call Don Nelson, Miller Publishing Co., Minneapolis, Minn. 55440. (612) 374-5200.

SOUTH FLORIDA PM has immediate opening for experienced reporter. Full details to Box 1673, Editor & Publisher.

### TWO POSITIONS

The Oneida, N.Y. Daily Dispatch has an immediate opening for a sports editor. Oneida has a high school and Colgate University coverage. Expect state desk opening in December. Write Max Robinson, Executive Editor, Oneida Dispatch, 102 Dispatch Place, Oneida, N.Y. 13421.

ASSOCIATE EDITOR for public employee weekly, to do everything including limited travel in New York State. State low 5-figure salary requirements. Box 1615, Editor & Publisher.

WE NEED bright, aggressive reporters with 2 to 5 years experience for a medium sized daily in a Midwestern university city. Box 1627, Editor & Publisher.

## ENTERTAINMENT COLUMNIST

We are looking for an experienced newswoman to be the new entertainment writer for our group of newspapers. In addition to writing skills, the job requires reviews of movies and plays, knowledge of the spectrum of live entertainment, the appetite of an epicure and the news sense of a journeyman reporter.

We are a Pulitzer Prize winning weekly newspaper group with an established record in entertainment journalism. Arts, Omaha is the right-sized, stable, environmentally sound city with a surprising amount of culture and entertainment.

If you are looking for the opportunity to express yourself in this field, and have the credentials, please send your resume to Stanford Lipsey, Publisher, Sun Newspaper, 4505 S. 25th St., Omaha, Neb. 68107.

LOAD LIGHTENER WANTED to take heavy burden off editor's shoulders. Copy editing capabilities most important but should have ability to take photos, cover stories when necessary. Multi-faceted weekly organization is expanding fast; much future potential. Minimum 2 years experience. Enclose resume, current salary with first letter. Zone 2, Box 1638, Editor & Publisher.

COPY EDITOR with skills to sharpen wire and local writing, produce bright heads. Makeup interest helpful. Call or write Ralph Langer, Managing Editor, Dayton (Ohio) Journal Herald 45401. Phone (613) 223-1111.

## HELP WANTED

### EDITORIAL

**COPY EDITOR**—Chance for copy editor to join 26,000 daily in Zone 5 which has converted to OCR-VDT operation. 40-hour week. Chance for advancement. Send resume and layout samples to Box 1623, Editor & Publisher.

**MANAGING EDITOR** needed immediately to run the editorial department of a suburban daily in southern New Jersey. We are located close to Philadelphia, a very fast growing market. Present circulation 25,000, published Monday through Saturday P.M. Editorial staff of 3, with AP and UP wires. Excellent composition. We are looking for a person who likes to challenge himself, offering good pay plus good benefits and a focused advancement, both on the job and some community activities, a strong news coverage, strong editing and management, a person like to write editorials, a person of the need for good news coverage, and a person of the need for sports department, content. Send complete resume and copy of your newsroom management to Box 1718, Editor & Publisher.

### COPY DESKMAN

Los Angeles based weekly entertainment magazine needs a fastidious copy desk and makeup person. Excellent scanning exposure desirable. Excellent benefits. Send resume in confidence to Box 1706, Editor & Publisher.

**REPORTER** to handle sports, photography, and general news. Fantastic pay in Mountain city of 12,000. Opportunity for added responsibility. Prefer experience, but J-Grad considered. Call or write Editor, The Anacosta Leader, Anacosta, Mont. 59711.

**EXPERIENCED EDITOR** for boating magazine must have consumerist background. Box 1713, Editor & Publisher.

### REGIONAL EDITOR

We're a medium-size daily looking for someone sharp who can organize and direct a staff of reporters and parttime correspondents. We need someone with good editing skills, able to write and capable of planning. We have strong emphasis on people news. Zone 2. Write Box 1685, Editor & Publisher.

**CITY EDITOR** wanted for 27,000 circulation PM daily in Zone 5. Applicants should be knowledgeable, mature and experienced with a flair for layout and for finding the human side of a story. Salary negotiable depending upon ability. Send resume, clips, layout samples, references to John Hammack, Sandusky Register, 314 W. Market St., Sandusky, Ohio 44870.

### FREE PLACEMENT SERVICE

#### Daily Newspapers

Send us your resume: we will duplicate and refer it on current job openings. Full range of editorial, advertising, circulation and back shop jobs usually available. New England Daily Newspaper Assn. 340 Main St., Room 527 Worcester, Mass. 01608

### MISCELLANEOUS

**OPENINGS IN PENNSYLVANIA.** All types. Write Pennsylvania Newspaper Publishers' Association, 2717 North Front St., Harrisburg, Pa. 17110.

### PRESSROOM

**JOURNEYMAN LETTERPRESSMAN**, rotary web letterpress. Persons interested in moving to Lakeland, Florida, please apply by resume to: Letter, 401 S. Missouri Ave., Lakeland, Fla. 33801, or phone (813) 688-6011, ask for Pressroom Superintendent.

**OFFSET WEB PRESSMAN** (Fairchild) —Weekly publication seeks fully experienced web pressman to run multi-unit press, with folder, gluer. Excellent salary and benefits. Box 1707, Editor & Publisher.

## HELP WANTED

### PRESSROOM

## OFFSET PRESSMEN

Qualified Goss Metro pressmen needed immediately in San Diego. 27 new units producing morning, evening and Sunday papers. Openings on nights. Contract with good wages, fringes and working conditions.

Those interested, write  
**EARL VIKANDER**  
P. O. Box 191,  
San Diego, Calif. 92112  
or call  
(714) 299-3131, Ext. 1125

AN

EQUAL OPPORTUNITY EMPLOYER

### PRODUCTION

#### PRODUCTION MANAGER

##### NORTHWEST DAILY AND BIG COMMERCIAL PLANT

First of all—yes, we'll pay a very top salary. And we'll give you the freedom and support to do your own thing. In return we ask that you have the background, the management skills and the drive to make this one of the most efficient quality operations in the nation.

This is the production manager's job at The Vancouver (Wash.) Columbian. We are a 36,000 daily with a projected growth rate of about 7 percent per year. And one of the largest circular printing plants on the West Coast. Our 6-unit Goss Metro press runs three shifts, seven days a week.

Our mechanical departments are union. It's a good union situation. We treat our right with good pay, good conditions, good equipment—and concern and respect. They treat us right with good attitude, quality work, high productivity—and they'll go the extra mile when necessary. No press manning or other union restrictions. We need a person who can keep all this going—and make it one notch better.

Great paper! State editorial and photo award winner. 80 percent circulation coverage. Relatively young management team with progressive management philosophy. Every department manager is excellent. Great bunch to work with. Exceptionally attractive plant.

Great town! Attractive city of 45,000 just 10 minutes from Portland, Oregon. Fastest growing city in Washington, but not yet spoiled by traffic and urban sprawl. On the Columbia river and just 90 minutes from ocean beaches or Mt. Hood skiing. 60 minutes from the best fishing and camping in the Northwest.

Commercial volume is running at about \$3,000,000 annually. This, along with our goal for top quality and efficiency on both the daily and commercial operation is why we need an exceptionally strong production manager.

The ideal profile is a person with an education in industrial engineering who has had at least four years newspaper production experience in a responsible position in an offset newspaper plant, and who has a good knowledge of both newspaper composing and press work. That's a tough combination to find. And if it can't be found we'll settle for a little less.

Even if you're really happy in your present job—I'll bet you'll be happier here. You'll probably make more money too. Write Don Campbell, The Columbian, Vancouver, Washington 98660, and tell me about yourself in a letter and a resume. Replies absolutely confidential.

## HELP WANTED

### PRESSROOM

**GENERAL PRESSROOM FOREMAN.** We are looking for a person to supervise our morning-evening-Sunday pressroom operation, daily combined 58,000, Sunday 63,000. Letterflex with Goss Headliner 6 units and halfdeck. Challenging job with opportunity for further advancement. Please send experience and references to Ogden Nutting, General Manager, Ogden Newspapers, 1500 Main St., Wheeling, W. Va. 26003.

**WEB PRESSMAN**—Live and work in the greatest climate in the world and enjoy working on a brand new 6 unit Urbanite (to be installed in October). New building currently under construction. Combination weekly newspaper group and commercial plant. Open shop. Send complete resume to Brad Kellerman, Community Publications Inc., 143 He-kili St., Kailua, Hawaii 96734.

### PRODUCTION

#### PRODUCTION MANAGER

Expanding Zone 5, seven day newspaper of 60,000+ circulation needs a top-flight production manager. Requires a thorough knowledge of production methods. A background in the new photo composition processes and computer technology helpful. Management skill and the ability to provide leadership for all production departments is a must.

Excellent salary and fringe benefits package available for the right person. Advancement opportunities limited only by your abilities. Send resume including present salary and salary requirements to Box 1699, Editor & Publisher.

**AD MARK-UP SITUATION.** Offset daily using Photon equipment. Permanent situation in excellent livability area. Good salary and fringe benefits. Send complete resume and background references to Personnel Dept., Union-Bulletin, P.O. Box 1358, Walla Walla, Wash. 99362.

#### COMPOSING ROOM

Offset daily, Zone 2. ITU seeks progressive Composing Room Foreman. If you are presently No. 2 or 3 person, and desire to be No. 1, have experience in cold type, you could be our candidate. Forward resume, salary requirements to Box 1572, Editor & Publisher.

**PLANT ENGINEER**, experienced, with degree in Mechanical or Electrical Engineering or equivalent experience. Some experience in Air Conditioning highly desirable. Midwest location with combined circulation of 250,000. Write giving education, experience and salary requirements to Box 1484, Editor & Publisher.

### ADMINISTRATIVE

**SEEK FINAL CAREER STOP** in management spot. Solid 24-year, diverse background. Box 1684, Editor & Publisher.

**DYNAMIC YOUNG MANAGEMENT DUO** seeks challenge on action paper in daily or weekly field. Look over our record of success in production, circulation and advertising phases on various size newspapers. Box 1676, Editor & Publisher.

**GENERAL MANAGER.** Presently has top responsibility for mid-size daily. Mature, dependable, profit and quality conscious. Experienced all phases. Heavy in labor, editorial, advertising and administration. Reference from present employer. Prefer Zone 1. Box 1630, Editor & Publisher.

**GENERAL MANAGER/AD DIRECTOR.** At 31, experience includes management of 19M daily, ad agency, newspaper ad sales and teaching university course in advertising design and sales. Box 915, Editor & Publisher.

## HELP WANTED

### PROMOTION

## PROMOTION DIRECTOR

who can also qualify as

Publicity & Public Relations Manager and Assistant to the President-Publisher of large, still-growing

## NATIONAL ROTOGRAVURE NEWSPAPER MAGAZINE

Self-starter and administrator, able to deal successfully with people. One of publication's key jobs, with room to develop. Especially valuable: background in trade press promotion and publicity, copy-writing for ad campaigns, art and/or layout, letter-writing, presentations, and staff follow-up. Also helpful: knowledge of newspaper circulation, and/or magazine editorial and advertising sales, and/or corporate budgeting, and/or roto-gravure printing production. Age range preferred although not mandatory: 27 to 45. Pay range: \$22,000-\$27,000 starting salary, plus incentive plan. Midtown Manhattan. Box 1700, Editor & Publisher.

### PUBLIC RELATIONS

#### PUBLIC RELATIONS

The Atomic Energy Commission has a challenging career position opening for a Public Information officer. Bachelors degree and one to two years experience on medium size daily are minimum requirements. Depending upon qualifications, annual salary range is from \$11,614 to \$18,966 plus attractive benefit program. U. S. Citizenship is required.

Send Standard Form 171 and letter describing experience and goals to:

U. S. Atomic Energy Commission  
Personnel & Management Branch  
P. O. Box 550  
Richland, Washington 99352  
An Equal Opportunity Employer

**MONTHLY MARITIME** school publication Southern Maryland. Heavy news feature writing, some PR. Permanent relocation. Box 1721, Editor & Publisher.

# Positions Wanted...

### ADMINISTRATIVE

**FOR AN EXPERIENCED**, progressive and profit oriented manager, call 412/344-7395 for his resume. C. W. White.

**GENERAL MANAGER**—20M to 75M independently owned daily. Assistive owner/publisher, absentee or nearing retirement. Solid proven department head background on small thru large papers. Seek long term association. Age 40. Box 1697, Editor & Publisher.

**14 YEARS DAILY MANAGEMENT** Business, advertising, circulation, personnel, general. Offset/hot metal, strong OSHA, labor. Free to relocate. A. Pranger, 8 Roselin Ave., Quincy, Mass. 02169. (617) 479-4974.

**PROFIT oriented**, successful manager with rare, quality, well-rounded background, 15 years experience: seek publisher, general-business management spot with daily, suburban weekly or group. Box 1694, Editor & Publisher.

# Positions Wanted...

PERSONNEL AVAILABLE FOR ALL NEWS PAPER DEPARTMENTS & ALLIED FIELDS

## CIRCULATION

**EXPERIENCED SUPERVISOR** 4 years, seeking position as Assistant Circulation Manager for medium size newspaper, Prefer Zone 4, Florida. 8 years experience in carrier and motor route organization. Enthusiastic, aggressive, excellent record in District manager training. Bilingual Spanish. In Puerto Rico, must relocate. Excellent recommendations. Confidential resume on request. Box 1672, Editor & Publisher.

**CIRCULATION DIRECTOR**—Broad experience from small to large papers. Proven record all areas of responsibility including union contract negotiations, budget control, circulation growth and mailroom systems. Box 1702, Editor & Publisher.

**CIRCULATION MANAGER**, over 20 years experience, all phases, desires to relocate. Prefer Zones 3, 4 or 5, however all inquiries will be considered. Strong on leadership, profit oriented, excellent promotion background. Box 1701, Editor & Publisher.

## CLASSIFIED ADVERTISING

**NOT A MIRACLE WORKER**, but can get you fantastic results. Nearly 10 years in classified sales and management. Hard worker, good organizer, seek management position. Reply to Box 1695, Editor & Publisher.

## DISPLAY ADVERTISING

**WORKING AD DIRECTOR**, non-metro daily. 50, BJ Missouri, \$250. Area 3, 4, 6, 8, Box 1031, Editor & Publisher.

**ADVERTISING DIRECTOR**: Mature, all round professional seeks opportunity with metro daily or weekly group. Heavy in sales; administration, promotion, sales programming and protection, cost oriented, motivator. Seasoned in chain, department store and key accounts. Experience accumulated one paper (combination) metro market, weekly competitive metro market. Up from staff man, Positive attitude, aggressive, enthusiastic, self-starter, personable. Top references. Box 1677, Editor & Publisher.

**AD DIRECTOR** with success record ready to move to larger operation. Sales and management background in all departments on small and large, competitive and non-competitive papers. Will consider department head or assistant. Resume, Box 1667, Editor & Publisher.

## EDITORIAL

**EMPLOYED REPORTER** with BA and 4 years work on all beats wants growing room. PM daily any Zone. Write Box 1595, Editor & Publisher.

**EXECUTIVE**, international, local background. News, sports, amusements, features, Sunday magazines. Weekly through metro experience. Box 1647, Editor & Publisher.

**PRINCETON ENGLISH GRAD** seeks job with newspaper. Can write. Salary secondary. Rt. 2, Allentown, Pa. 18103. (215) 432-0095.

**REPORTER**—12 years experience, all beats. Can handle desk. Photo oriented. Married. Available for small daily weekly. Box 1674, Editor & Publisher.

**ABLE REPORTER**, 23, with 1 year experience, BA in Political Science, and demonic curiosity, looking for a position where he can exercise it. Contact Gordon Greisman, 2 MacDonald Pl., Scarsdale, N.Y. or call (212) 279-3773.

**1971 NOTRE DAME GRAD**, with 3 years of rewarding experience on campus daily is suffering from an unfulfilled addition to newspaper work. I will go anywhere, do everything. Try me! Box 1574, Editor & Publisher.

## EDITORIAL

**NEWSROOM EDITOR** with 14 years of 4 major metros. Currently employed in Zone 4 but at 37 wants right spot now — anywhere. Box 1678, Editor & Publisher.

**EDITORIAL POSITION** on a magazine or newspaper sought by 33-year-old male with 6 years experience in magazine editing, layout, pasteup, photography; and 5 years newspaper reporting and copy editing. Seeking challenging position in Zones 3, 5 or 6. Call (901) 767-7335.

**COLUMBIA COLLEGE GRAD**, magazine editor, news reporter, Mensa, 21, Oklahoma, benused, looking for involved, involving work. Call (405) 843-0202 or write Box 1529, Editor & Publisher.

**VETERAN SPORTS** editor-writer, 10 years experience in all sports. Good with camera. Familiar with all phases of newspaper work: hot metal or offset, darkroom, composing. Seek permanent position. Available immediately. Any Zone. Box 1625, Editor & Publisher.

**BIOLOGIST**: Industrious, Albert Einstein biomedical scientist grad (MS) desires writing or editing position in New York metropolitan area. Undergraduate journalism and professional abstracting experience. Contact Fred Plotnick, 140-26 Debs Pl., Bronx, N.Y. 10475 or call (212) 379-0334.

**SEASONED**, responsible newsmen seeks job on PICTURE DESK or city desk. Experienced in photo editing, captioning, layout, copywriting, re-write, reporting and photography. 20 years plus on 3 dailies. Box 1538, Editor & Publisher.

**CREATIVE '73** Notre Dame University English grad seeks challenging work in Journalism. Ambitious, hard-working. Any Zone. Resume and writing samples on request. Box 1608, Editor & Publisher.

## FOREIGN NEWS

**Researcher**, U.S.-born, with French, German, Russian, Spanish. 10 years Europe. Travel and business writing credits. Martin Sokolinsky, 76 DeHaven Dr., Yonkers, N.Y. (914) 375-0057.

**YOUR MEN IN WASHINGTON**. Accredited Capitol correspondents, 33 and 36. Expert localized coverage of Congress, Administration, anything you want from D.C., including photos. Total 20 years experience on government, politics, Black and Indian affairs, environment and health beats for 55M to 600M dailies. Box 1618, Editor & Publisher.

**EDITORIAL OR PUBLICITY**—Writing experience. '72 grad seeks position on magazine, newspaper or in book publishing New York metropolitan area. Box 1564, Editor & Publisher.

**SPORTSWRITER OR COPY DESK** man, 26, 5 years experience. BA degree. Have covered many sports and written column for highly-regarded organization. Excellent references. Resume and clips available. Any Zone. Box 1652, Editor & Publisher.

**HARVARD COLLEGE GRAD**, news and features writer, seeks 1st professional reporting spot. Curious, aggressive, motivated enough to work any Zone for low pay. Resume, clips upon request. Box 1631, Editor & Publisher.

**EDITOR/PUBLISHER** looking for a small daily, weekly or magazine. Experienced in all phases of newspaper work, including management and administration. Currently have good job on metro daily with excellent future but long for smaller operation where I can settle down. Young, married. Box 1668, Editor & Publisher.

**WRITER**, 24, wants to start in newspaper reporting. '71 BA Political Science, experience in PR and publicity. Hard worker, willing to learn. Any Zone. Box 1648, Editor & Publisher.

## EDITORIAL

**SUCCESSFUL EDITOR**, 40, with proven record seeks immediate position small/large daily. Employed, steady, family. Box 1722, Editor & Publisher.

**YOUNG WRITER WILL BITE BULLET** for entry level position in editorial or ad copy New York metropolitan area. Columbia graduate, Versatile. Box 1656, Editor & Publisher.

**REPORTER**, 26, 3 years on major South African, Rhodesian dailies, seeks job on good daily, any Zone. Hard news, business, feature experience, also some editing, photography. BA in law, economics. Award winner. Resume, clips, references on request. U.S. citizen. Box 1708, Editor & Publisher.

**SPORTSWRITER**, 25, 3 years experience, prep, college, pro beats, hot, cold makeup, needs change. Require \$170 week. Prefer +50,000 PM Zones 1, 5, 4. Box 1691, Editor & Publisher.

**GOT TO GET OUT** of Des Moines — Prize winning weekly editor with daily experience available for weekly or small daily. Know reporting, editing, photography, layout. Married. (515) 277-4689.

**PERFECT** for large weekly, small daily. HE: BA government; SHE: BA journalism, AA photography. One year non-news seasoning. Willing to start low, aim high. 6207 Booth, Sacramento, Calif. 95822.

**SPORTSWRITER** — Recent J-School graduate. Sports editor of major college daily. Will relocate anywhere. Write Box 1698, Editor & Publisher.

**REPORTER** with 2 years experience will relocate for position with daily. Contact Bruce McClellan, 520 N. Martin St., Banning, Calif. 92220 or phone (714) 849-7920, Resume available.

**INVESTIGATIVE REPORTER**, 8 years experience. Fair, accurate, hard-hitting journalist. (913) 831-1957.

**STATE AND NATIONAL** award-winning editor, 30, looking for new challenges and chance to build another winner. Know all phases of newsroom operation: organization, layout, the works. Strong credentials. Box 1687, Editor & Publisher.

**'73 BJ GRAD** seeks newspaper job. New England preferred. Box 1689, Editor & Publisher.

**ATTENTION: SAN FRANCISCO BAY AREA EDITORS**—Quality conscious reporter-writer available. Have 15 year history of writing style that consistently lands on Page One—with a sparkle! The bigger the daily the better. Box 1710, Editor & Publisher.

**AN AD THIS SIZE** could put you to work. Only \$15.80 for 4 weeks with box number in E&P Classifieds.

## EDITORIAL

**WRITER-PHOTOGRAPHER** with MA has spun wheels for 18 months with good but limited daily. Anxious to climb to magazine or 70,000+ newspaper. Prefer Zone 2, if not, 1, 3 or 5. Box 1692, Editor & Publisher.

**JUNE GRAD** seeks position in editorial or public relations. Located in Zone 1 but will relocate anywhere in Zone 1, 2 or 5. Resume on request. Box 1712, Editor & Publisher.

**HARD DRIVING** reporter looking for hard work with transit publication, J-Degree, experience on daily; photo, feature experience. Box 1716, Editor & Publisher.

**SPORTS EDITOR**, 30 years on major dailies, tired of big city rat race, automated journalism. Writer, editor, makeup, production. Seek management spot on small, medium sized daily where people still come first. Box 1719, Editor & Publisher.

**FEATURE SECTION EDITOR**, also experienced with city desk, wire and slot on 30,000 PM daily, seeks editorship or supervisory position. Write Box 1720, Editor & Publisher.

## PHOTOGRAPHY

**NOSE FOR GOOD NEWS** and feature photos, basic ROP color know-how, some writing, can get along with editors and reporters, age 38, prizes galore. Zones 1 thru 4, Box 1679, Editor & Publisher.

**NEWS PHOTOGRAPHER** at top New England newspaper seeks experience in TV and film production; also possible newspaper reporting. Areas 1, 2, 5, 7, 8, 9. Box 1632, Editor & Publisher.

**PHOTOGRAPHER**—Young, ambitious and hard working. Looking for company to grow with. Will give consideration to any Zone area. Box 1693, Editor & Publisher.

## PRODUCTION

**PRODUCTION MANAGER**—Just completed conversion of medium daily to 100% photocomp and direct printing. Seeking permanent relocation. Box 1705, Editor & Publisher.

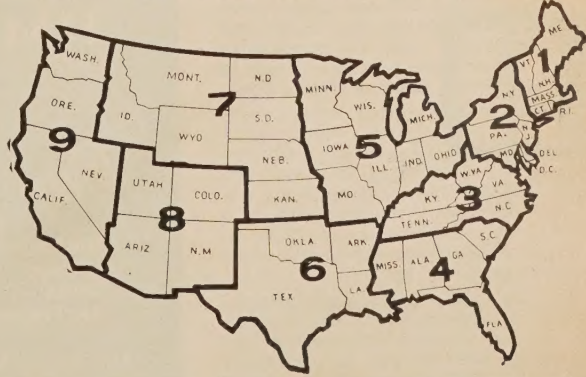
## PUBLIC RELATIONS

**PUBLICATIONS EDITOR** seeks increased responsibility. BSJ, married, creative, experienced. Resume, samples available. Box 1690, Editor & Publisher.

**WRITER-PHOTOGRAPHER**, A-to-Z experience. Member PRSA. Seeking position New Jersey-New York City area. Call (201) 763-6392.

## E&P Employment Zone Chart

Use zone number to indicate location without specific identification



# Shop Talk at Thirty

By Robert U. Brown

## Newspaperboys and newsprint

Newspaper executives might well start worrying, if they haven't already, about their future supply of newspaper boys as well as newsprint.

Writing in the *Newsletter* of the Graphic Arts Research Center, Rochester Institute of Technology, Harold J. Raphael comments:

"According to the ANPA/RI Bulletin No. 1125, dated July 12, there will be an additional 21 million households between 1970 and 1985. To the newspaper industry, of course, this means potentially greater newspaper distribution. And it also means more advertising—some 68% more than in 1970.

"I don't mean to belittle all this progress, but I am somewhat concerned about the distribution logistics. The 1972 U.S. Statistical Abstract tells me that some 3½ million babies are born each year—a few more boys than girls. My calculator tells me that if one delivery boy or girl handles 35 households, every sixth baby born will be carrying newspapers. And I haven't accounted for the attrition involved in present distribution. The situation looks bad. There are other potential problems.

"Predictably, there will be more pages per newspaper. This means a national program to build stronger children.

"If women's lib should phase out thus reducing the number of infant laborers in distribution, every third boy will hold the full responsibility for distributing those 12 million newspapers.

"If the birth rate drops, you and I will be out there delivering papers. And personally, I would rather read on than deliver one.

"It seems to me that the newspaper industry may be in trouble."

After that tongue-in-cheek comment about what is already developing as a serious problem, there is the "Letter from the Editor" column in the *Minneapolis Star* urging people to save paper for money. Editor Robert C. King urged that newspapers be saved for the church, school or scout troop.

"You can help worthy groups earn money at a time when demand for used newsprint is high. At the going rate of \$6 a ton, a truck trailer full can bring in \$60 to \$75—a lot of baseball bats or camping equipment. What's more, the paper drive develops a nice sense of participation in your neighborhood or school community.

"Oh, yes, you noticed. I haven't mentioned the environment, which many might think to be the principal reason for paper drives. It's involved, in a way, primarily because reusing paper seems better than leaving it to decompose in a landfill dump. And who knows, if we all saved paper, maybe our garbage-collection rate would go down.

"But the rest of the environmental equation is tough to figure. For example. How do you measure the gasoline and man-energy used to get the newsprint from all of your garages to the paper

company? How valuable is it in an environmental sense when the forests are still producing more trees than are being harvested for paper products?

"Until you get all of that figured out, be satisfied with the O.K. feelings and the economics I mentioned above. On the economics, if you save a four-foot stack of newspapers in a week, it should weigh about 100 pounds, a net of 30 cents for the sponsoring organization. Now isn't that better than buying a booster button or a box of chocolates?"

And, if you think we have newsprint supply problems, a report from the *London Sunday Telegraph* Oct. 7 says the situation has become so serious in Britain "that within the next ten days newsprint producers in Britain and newspaper proprietors will be meeting with the government for emergency talks aimed at finding a solution to the problem which threatens to reduce the size of both national and provincial newspapers by the end of the year."

The Newsprint Users' Committee estimates that by the end of the year there will be a shortage of 70,000 tons or 4.2% of total United Kingdom demand.

Advertising in Britain's national newspapers is up 20% this year. The Finnish dock strike, rail and mill strikes in Canada, increased world demand especially in the U.S. have all affected the British supply. To top it off, machines producing 170,000 tons have been taken out of domestic production for economic reasons in the last year.

In a nutshell, the shortage is worldwide.

## tv section dropped

The *Joplin (Mo.) Globe* has suspended publication of Showtime, the Sunday entertainment section, due to newsprint shortages. The daily listing of tv programs were transferred to the main paper where they will be published on a daily basis. Certain restrictions are being considered in the advertising format, the paper said.

## Executive changes announced by AP

Three changes in Associated Press executive assignments have been announced by president Wes Gallagher.

Vicepresident and deputy general manager Harry Montgomery will be detached to work on some special administrative projects during the next year.

Vicepresident Keith Fuller will become acting deputy general manager in addition to his present duties.

Treasurer James F. Tomlinson will assume part of Montgomery's assignment relating to overseeing Associated Press legal work and other administrative functions.

In announcing the new appointments Gallagher said:

"Montgomery will be reaching retirement age within a year and before that time is reached we want to use his experience to study some complicated internal administrative projects. He also remains as secretary to the Associated Press."

"At the same time Fuller and Tomlinson will have the benefit of Montgomery's presence and advice as may be necessary."

Montgomery was appointed assistant general manager on December 10, 1954, after having been traffic executive since 1951. Prior to then he was general business editor for four years. He was elected vicepresident in 1972.

## Dix group acquires new Florida daily

The sale of Dade City (Fla.) *Pasco East* to the Dix Newspaper Group of Ohio was announced by former owners R. Duane Anderson and Raymond M. Webb and the new publisher E. S. Dix.

Dix, assistant publisher of the *Defiance (Ohio) Crescent-News* will take over his new assignment immediately. Leroy Keller of New York served as the broker in the transaction.

*Pasco East* became a daily newspaper last November. It was purchased in 1970 by Webb and Anderson.

Webb gave the newsprint shortage as reason for the sale to the Ohio corporation.

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We have learned that building new homes to house our growing population isn't being done fast enough. And some families can't afford a brand new home. To help solve the problem, the NATIONAL ASSOCIATION OF REALTORS® created the Make America Better Programs.

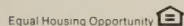
REALTORS®, through their local Boards of REALTORS®, are buying old, run-down houses that are structurally sound. They put their knowledge and experience to work repairing and modernizing them. Then these houses are sold to families at a fair and equitable price.

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**Newspapers, television, and radio stations**

# **The Roy W. Howard Awards seek your greatest public service achievements in 1973**

Cash grants, not to exceed \$2500, each accompanied by a bronze plaque, will be awarded one newspaper and one television or radio station in the seventh Roy W. Howard Public Service Awards sponsored by The Scripps-Howard Foundation.

Public service is defined as stories or broadcasts that expose and/or correct situations that directly or indirectly affect the lives of readers, viewers, or listeners. Such topics as political chicanery, street crime, drug abuse, urban renewal, mass transportation, alleviating the problems of sickness and old age, etc., are all considered within the scope of public service.

Prizes will be distributed to the individual or among the individuals at the newspaper, television, or radio station, who, in the opinion of the editor or station manager, contributed significantly to the winning entry.

Runnerup prizes of \$1000 and \$500 may also be awarded.

Top prize winners in last year's Roy W. Howard Awards were the St. Louis Globe-Democrat and WABC-TV, New York. In addition, seven other entries received either cash grants or special mention.

No entry blank is required, and material must have been published or broadcast in 1973. Accompany each entry with a brief history of the endeavor.

Entries must be postmarked no later than March 15, 1974, and received by the Awards Committee no later than March 23. Address newspaper entries to Roy W. Howard Awards, The Scripps-Howard Foundation, 200 Park Avenue, New York, N.Y. 10017. Television and radio entries should be sent to Roy W. Howard Awards, WEWS Building, 3001 Euclid Avenue, Cleveland, Ohio 44115.

All entries become the property of The Scripps-Howard Foundation unless accompanied by sufficient postage to provide for their return.

**Scripps-Howard  
Foundation**

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